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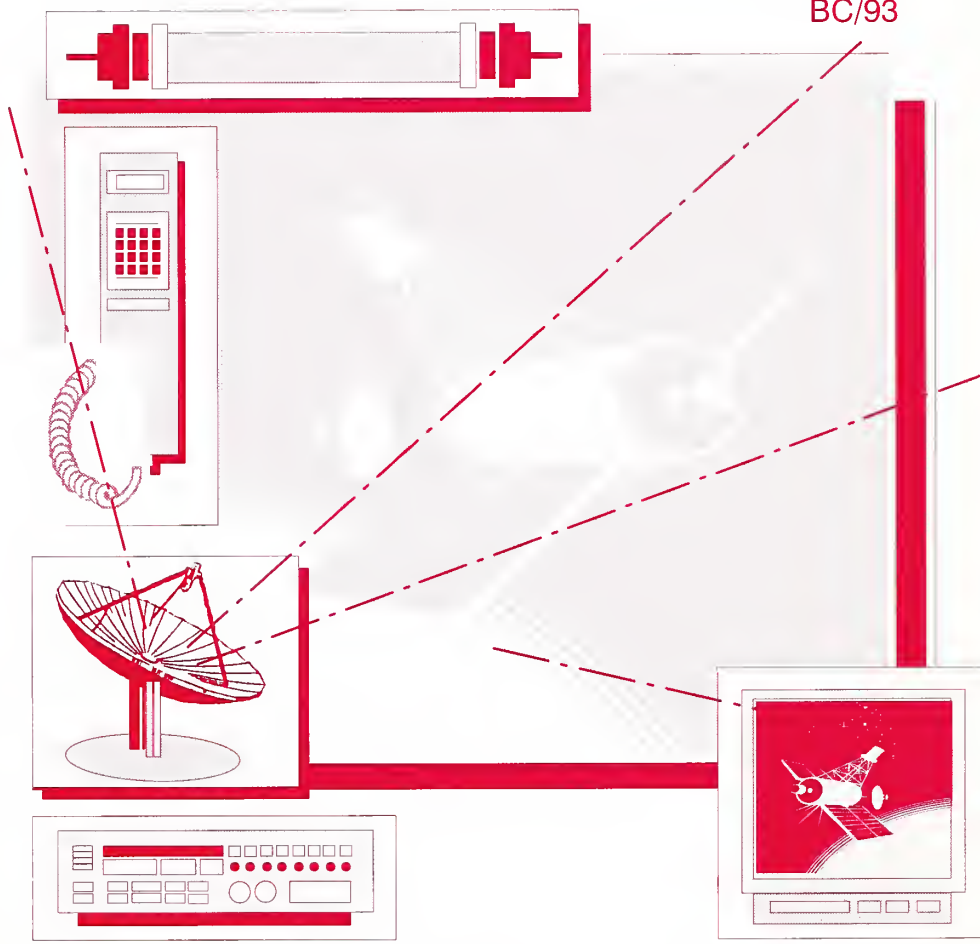
Annual Survey of Communication Services: 1993

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This report was prepared in the Services Division under the general direction of **James M. Aanestad**, Assistant Division Chief for the Current Service and Transportation Programs. Planning, implementation, and compiling of this report were under the supervision of **Thomas E. Zabelsky**, Chief, Current Services Branch, assisted by **Ruth Bramblett**, **Kimberly A. Kotova**, **David M. Lassman**, **Gina M. Winchester**, **Ginny Beswick**, and **Carolyn Polczynski**.

The processing system and computer programs were developed under the general direction of **Sarah W. Baumgardner**, current Assistant Division Chief for Economic Surveys in the Economic Statistical Methods and Programming Division (ESMPD), and **H. Ray Dennis**, former Assistant Division Chief for Economic Surveys in the ESMPD. Implementation of these programs was under the direction of **Barry F. Sessamen**, Chief, Annual Services Branch, assisted by **Jeffery B. Burton**, **Tatiana A. Gallagher**, **Kimberly Ann Bankard**, **Kimberly S. Blair**, **Matthew M. Grinberg**, and **Laura A. Osborn**.

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Inquiries concerning this report should be addressed to **Thomas E. Zabelsky**, Services Division, Bureau of the Census, Washington, D.C. 20233, telephone 301-457-2766 or 301-457-2787.

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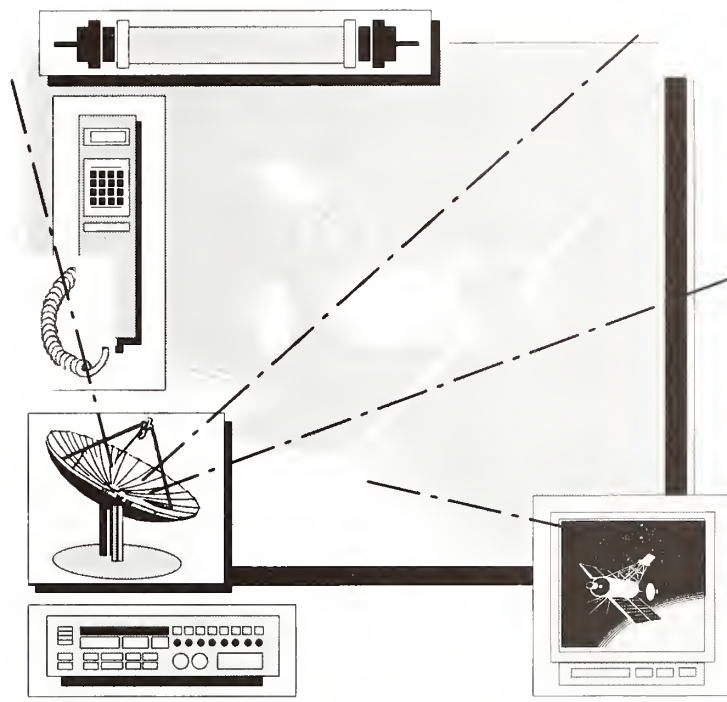
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Paula J. Schneider, Principal Associate
Director for Programs

Thomas L. Mesenbourg, Acting Associate
Director for Economic Programs

Thomas L. Mesenbourg, Assistant Director
for Economic Programs

SERVICES DIVISION

Carole A. Ambler, Chief

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Introduction

Coverage

This report presents results from the 1993 Annual Survey of Communication Services. This annual sample survey covers all employer firms with one or more establishments that are primarily engaged in providing point-to-point communication services, whether by wire or radio and whether intended to be received aurally or visually. This includes telephone communications, including cellular and other radiotelephone services; telegraph and other message communications such as electronic mail services, facsimile transmission services, telex services and so on; radio and television broadcasting stations and networks; cable and other pay television services; and other communication services such as radar station operations, satellite earth stations, satellite or missile tracking stations, and so on.

Statistics in this report are summarized by kind-of-business classification based on the 1987 edition of the *Standard Industrial Classification Manual* issued by the Office of Management and Budget.

Appendix A provides estimated measures of sampling variability (coefficients of variation) for the dollar volume estimates and estimates of year-to-year ratios presented in the report. An explanation of the survey coverage, sampling, and estimation methodology appears in appendix B. Appendix C provides a description of each kind of business included in this report. Extracts of the 1993 report forms are provided in appendix D.

Data Revision

We used an improved methodology for estimating employer births in the 1993 Annual Survey of Communication Services. We used this same methodology to revise the 1992 estimates obtained from the 1993 survey. For more information about births, see appendix B under Sample Design.

In order to maintain comparability in the time series, we also revised the 1989 through 1991 estimates.

For all SICs, the revised estimates are equal to:

Previously published
1989 through 1991 x $\frac{\text{new 1992 estimates}}{\text{previously published 1992 estimates}}$
estimates

This revision method preserved the previously published year-to-year trends. In addition, the revision procedure forced the components of revenue and expenses to sum to their respective totals.

We derived separate estimates for taxable firms and firms exempt from Federal income taxes for radio and television broadcasting (SIC's 4832 and 4833) and cable and other pay television services (SIC 4841). We derived total estimates for these SIC's by adding the taxable and tax-exempt components. All firms in other SIC's were estimated together.

Dollar Values

All dollar values presented in this report are expressed in current dollars, that is, the estimates are not adjusted to a constant dollar series. Consequently, when comparing data to prior years, users also should consider price level changes.

Unpublished Data

Estimates for some kinds of business not separately shown in this report are produced as a by-product of the published statistics. These additional data are not published because of their high sampling variability, poor response quality, or other factors that result in their failure to meet Census Bureau standards for publication. The Bureau of the Census, upon written request, will release such figures for individual use.

Note that some unpublished figures can be derived from this report by subtracting published data from their respective totals. However, such figures are subject to the limitations described above. These unpublished estimates are for your internal use only.

Census Disclosure Rules

In accordance with Federal law governing census reports, no data are published that would disclose the operations of an individual firm.

**Table 1. Communications Services (SIC 48) — Summary Statistics, by Kind of Business:
1989 Through 1993**

[Estimates prior to 1993 are revised. See the introduction for a description of the revision process]

Item	Communi- cations services (SIC 48)	Telephone communi- cations (SIC 481)	Radiotele- phone communi- cations (SIC 4812)	Telephone communi- cations, except radiotele- phone (SIC 4813)	Radio and television broad- casting (SIC 483)	Radio broad- casting (SIC 4832)	Television broad- casting (SIC 4833)	Cable and other pay television services (SIC 4841)	Telegraph and other communi- cations services, not elsewhere classified (SIC 4822 and 4899)
Total Revenue									
Millions of dollars									
1993.....	243,067	177,843	5,264	172,579	31,510	7,931	23,579	27,683	6,031
1992.....	229,357	167,936	4,206	163,730	30,960	7,445	23,515	25,169	5,310
1991.....	218,456	161,241	3,634	157,607	29,812	7,309	22,503	22,868	4,535
1990.....	213,447	157,075	3,163	153,912	30,829	7,607	23,222	21,253	4,290
1989.....	203,854	151,195	(NA)	(NA)	30,100	7,552	22,548	(NA)	(NA)
Percent change									
1993/1992	6.0	5.9	25.2	5.4	1.8	6.5	0.3	10.0	13.6
1992/1991	5.0	4.2	15.7	3.9	3.9	1.9	4.5	10.1	17.1
1991/1990	2.3	2.7	14.9	2.4	-3.3	-3.9	-3.1	7.6	5.7
1990/1989	4.7	3.9	(NA)	(NA)	2.4	0.7	3.0	(NA)	(NA)
Total Expenses									
Millions of dollars									
1993.....	206,164	153,770	4,328	149,442	26,385	6,886	19,499	20,948	5,061
1992.....	190,744	139,999	3,324	136,675	26,976	6,738	20,238	19,457	4,312
1991.....	183,888	134,600	2,753	131,847	26,708	6,749	19,959	18,433	4,147
1990.....	176,935	128,527	2,492	126,035	26,714	6,911	19,803	17,694	4,000
1989.....	169,680	124,789	(NA)	(NA)	25,505	6,834	18,671	(NA)	(NA)
Percent change									
1993/1992	8.1	9.8	30.2	9.3	-2.2	2.2	-3.7	7.7	17.4
1992/1991	3.7	4.0	20.7	3.7	1.0	-0.2	1.4	5.6	4.0
1991/1990	3.9	4.7	10.5	4.6	0.0	-2.3	0.8	4.2	3.7
1990/1989	4.3	3.0	(NA)	(NA)	4.7	1.1	6.1	(NA)	(NA)
Annual Payroll									
Millions of dollars									
1993.....	44,848	32,455	888	31,567	7,491	2,803	4,688	3,768	1,134
1992.....	43,480	31,661	687	30,974	7,425	2,725	4,700	3,448	946
1991.....	42,038	31,149	551	30,598	7,090	2,667	4,423	2,902	897
1990.....	41,507	30,782	480	30,302	7,111	2,675	4,436	2,748	866
1989.....	39,523	29,209	(NA)	(NA)	6,894	2,617	4,277	(NA)	(NA)
Percent change									
1993/1992	3.1	2.5	29.3	1.9	0.9	2.9	-0.3	9.3	19.9
1992/1991	3.4	1.6	24.7	1.2	4.7	2.2	6.3	18.8	5.5
1991/1990	1.3	1.2	14.8	1.0	-0.3	-0.3	-0.3	5.6	3.6
1990/1989	5.0	5.4	(NA)	(NA)	3.1	2.2	3.7	(NA)	(NA)
Employer Contributions to Social Security and Other Supplemental Benefits									
Millions of dollars									
1993.....	10,614	8,225	(S)	8,072	1,276	402	874	865	248
1992.....	10,695	8,452	(S)	8,330	1,242	386	856	782	219
1991.....	9,884	7,870	(S)	7,777	1,143	365	778	651	220
1990.....	9,088	7,162	(S)	7,083	1,135	364	771	574	217
1989.....	8,798	6,995	(NA)	(NA)	1,081	355	726	(NA)	(NA)
Percent change									
1993/1992	-0.8	-2.7	(S)	-3.1	2.7	4.1	2.1	10.6	13.2
1992/1991	8.2	7.4	(S)	7.1	8.7	5.7	10.0	20.1	-0.5
1991/1990	8.8	9.9	(S)	9.8	0.7	0.3	0.9	13.4	1.4
1990/1989	3.3	2.4	(NA)	(NA)	5.0	2.5	6.2	(NA)	(NA)

NA Not available.

S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

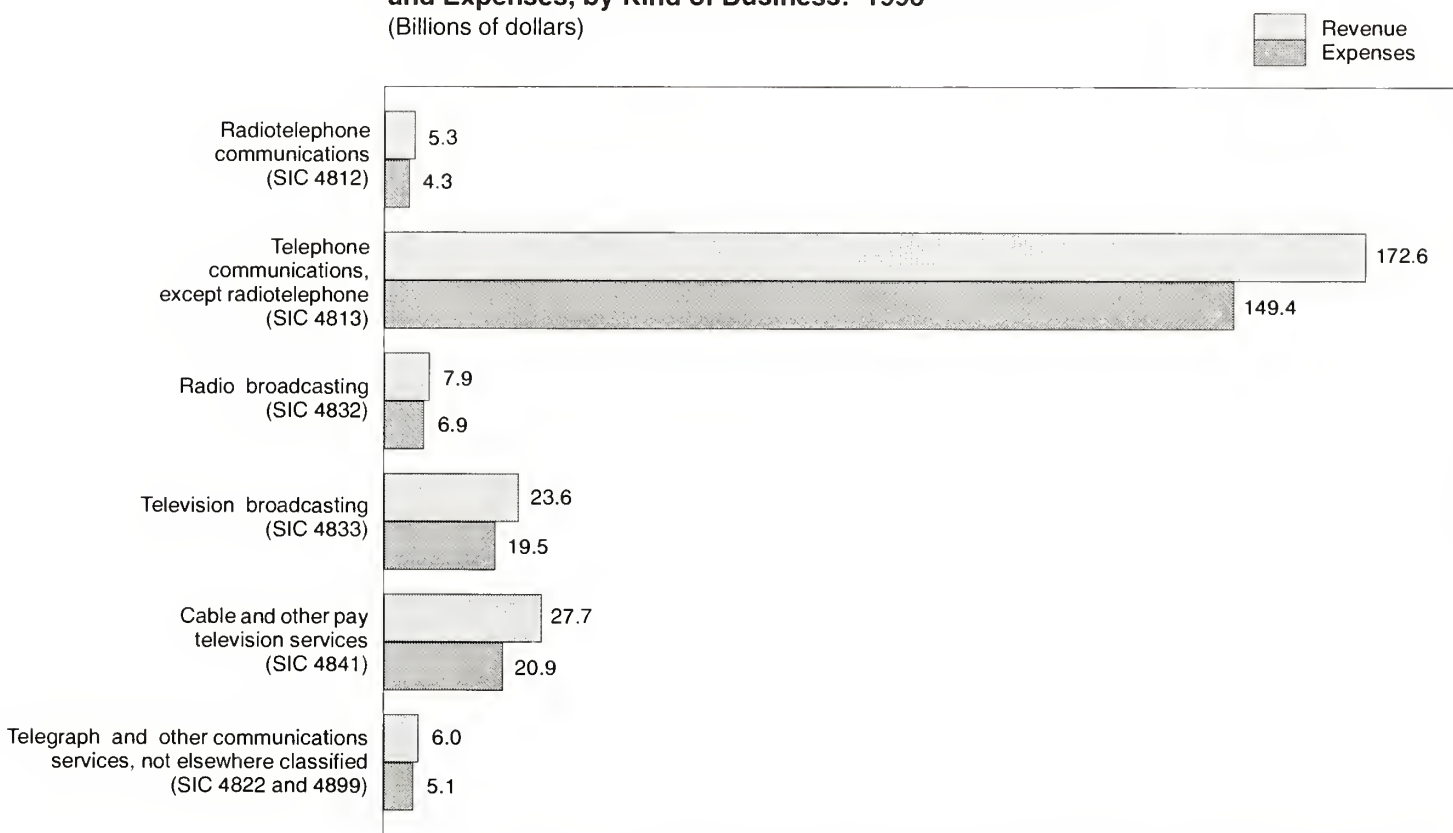
Note: Estimates are obtained from a sample of employer firms only. For SIC's 483, 4832, and 4833 estimates are for taxable and tax-exempt firms and organizations. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-1 provides estimated measures of sampling variability (coefficients of variation).

Table 2. **Communications Services (SIC 48) — Estimated Corporate Operating Revenue, Expenses, and Annual Payroll for Taxable Firms, by Kind of Business: 1993**

SIC code	Kind of business	Total operating revenue (Millions of dollars)	Percent of total operating revenue	Total operating expenses (Millions of dollars)	Percent of total operating expenses	Annual payroll (Millions of dollars)	Percent of annual payroll
48	Communications services	240,965	97.2	204,182	97.4	44,430	97.3
481	Telephone communications	177,843	99.2	153,770	99.3	32,455	99.3
4812	Radiotelephone communications...	5,264	80.4	4,328	81.2	888	84.3
4813	Telephone communications, except radiotelephone.....	172,579	99.8	149,442	99.8	31,567	99.7
483	Radio and television broadcasting ...	29,408	93.6	24,403	93.5	7,073	92.4
4832	Radio broadcasting.....	7,640	90.0	6,610	89.6	2,697	90.3
4833	Television broadcasting.....	21,768	94.9	17,793	94.9	4,376	93.7
4841	Cable and other pay television services.....	27,683	89.7	20,948	89.4	3,768	91.3
4822 and 4899	Telegraph and other communications services, not elsewhere classified...	6,031	90.2	5,061	90.6	1,134	91.9

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-2 provides estimated measures of sampling variability (coefficients of variation).

Figure 1.
Communications Services (SIC 48)—Estimated Revenue and Expenses, by Kind of Business: 1993
(Billions of dollars)



Note: See appendix A, table A-1 for estimated measures of sampling variability (coefficients of variation). Estimates are not adjusted for price changes.

Telephone Communications

SUMMARY OF DATA

Revenue for U.S. telephone firms totaled \$177.8 billion in 1993, an increase of 5.9 percent compared to 1992.

Long-distance service provided 39.8 percent of all telephone industry revenue in 1993, totaling \$70.8 billion. Local service revenue gained 4.6 percent from 1992 to \$44.4 billion in 1993.

Revenue for cellular and radiotelephone services increased 31.3 percent to \$11.8 billion in 1993. While contributing only 6.6 percent of total industry revenue, cellular and radiotelephone services accounted for 28.4 percent of total revenue growth in 1993.

Non-residential customers were the source of \$87.2 billion in telephone communications, except radiotelephone (SIC 4813) revenue. They accounted for 60.1

percent of all revenue for long-distance, local and network access services. In 1993, the ratio of total long-distance revenue and total network access revenue provided by interstate services were 64.7 percent and 75.3 percent respectively.

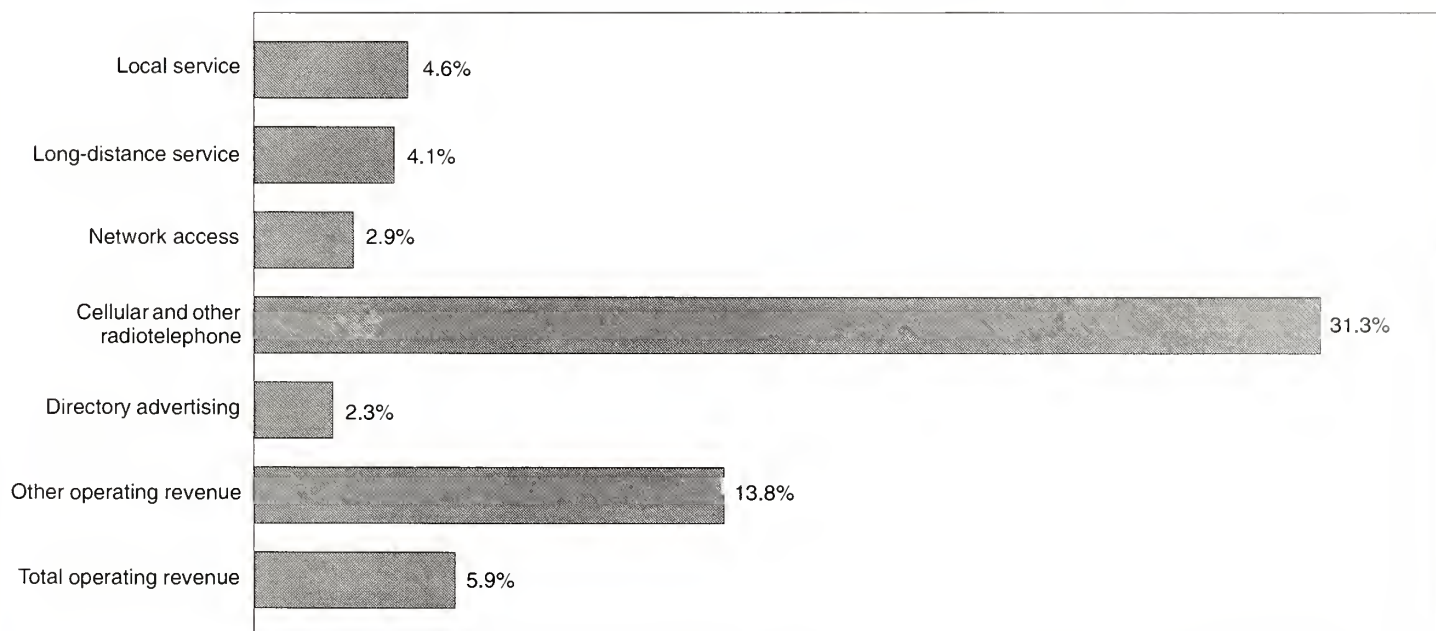
Telephone industry expenses reached a total of \$153.8 billion in 1993, an increase of 9.8 percent from 1992.

Annual payroll reached \$32.5 billion in 1993 and accounted for approximately one-fifth of all industry expenses. Employer contributions to Social Security and other supplemental benefits dropped to \$8.2 billion, a decrease of nearly 2.7 percent over 1992.

The purchased communications for the industry rose 18.5 percent to \$858 million, while purchased advertising rose 24.3 percent to \$3.4 billion.

Figure 2.

Telephone Communications Services (SIC 481)—Estimated Percentage Changes in Operating Revenue: 1992 to 1993



Note: See appendix A, table A-3 for estimated measures of sampling variability (coefficients of variation).
(Estimates prior to 1993 are revised. See the introduction for a description of the revision process)

Table 3. **Telephone Communications (SIC 481) — Estimated Operating Revenue and Expenses: 1989 Through 1993**

[Estimates prior to 1993 are revised. See the introduction for a description of the revision process]

Item	Millions of dollars					Percent change			
	1993	1992	1991	1990	1989	1993/1992	1992/1991	1991/1990	1990/1989
Operating Revenue									
Total	177,843	167,936	161,241	157,075	151,195	5.9	4.2	2.7	3.9
Local service	44,351	42,421	40,476	39,327	37,371	4.6	4.8	2.9	5.2
Long-distance service	70,771	67,972	67,542	66,261	64,496	4.1	0.6	1.9	2.7
Network access	31,207	30,340	29,311	29,406	29,251	2.9	3.5	-0.3	0.5
Cellular and other radiotelephone	11,795	8,986	6,724	5,875	4,400	31.3	33.6	14.5	33.5
Directory advertising	8,932	8,734	8,496	8,195	7,708	2.3	2.8	3.7	6.3
Other operating revenue	10,787	9,483	8,692	8,011	7,969	13.8	9.1	8.5	0.5
Operating Expenses									
Total	153,770	139,999	134,600	128,527	124,789	9.8	4.0	4.7	3.0
Annual payroll	32,455	31,661	31,149	30,782	29,209	2.5	1.6	1.2	5.4
Employer contributions to Social Security and other supplemental benefits	8,225	8,452	7,870	7,162	6,995	-2.7	7.4	9.9	2.4
Access charges	26,121	25,126	24,614	23,769	23,576	4.0	2.1	3.6	0.8
Depreciation	25,203	24,190	24,164	23,474	23,227	4.2	0.1	2.9	1.1
Lease and rental	4,200	4,348	3,959	3,628	3,734	-3.4	9.8	9.1	-2.8
Purchased repairs	3,198	2,985	3,025	3,048	2,838	7.1	-1.3	-0.8	7.4
Insurance	223	228	223	197	196	-2.2	2.2	13.2	0.5
Telephone and other purchased communication services	858	724	557	517	433	18.5	30.0	7.7	19.4
Purchased utilities	1,226	1,207	1,177	1,132	1,125	1.6	2.5	4.0	0.6
Purchased advertising	3,356	2,700	2,607	2,383	1,933	24.3	3.6	9.4	23.3
Taxes	5,494	5,319	5,358	5,208	5,032	3.3	-0.7	2.9	3.5
Other operating expenses	43,211	33,059	29,897	27,227	26,491	30.7	10.6	9.8	2.8

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-3 provides estimated measures of sampling variability (coefficients of variation).

Table 4. Telephone Communications, Except Radiotelephone (SIC 4813) — Estimated Operating Revenue and Expenses: 1990 Through 1993

[Estimates prior to 1993 are revised. See the introduction for a description of the revision process]

Item	Millions of dollars				Percent change		
	1993	1992	1991	1990	1993/1992	1992/1991	1991/1990
Operating Revenue							
Total	172,579	163,730	157,607	153,912	5.4	3.9	2.4
Local service	44,153	42,214	40,342	39,201	4.6	4.6	2.9
Long-distance service	70,407	67,632	67,106	65,846	4.1	0.8	1.9
Network access	30,639	29,841	28,823	28,992	2.7	3.5	-0.6
Cellular and other radiotelephone	8,314	6,326	4,609	4,040	31.4	37.3	14.1
Directory advertising	8,923	8,725	8,486	8,186	2.3	2.8	3.7
Other operating revenue	10,143	8,992	8,241	7,647	12.8	9.1	7.8
Operating Expenses							
Total	149,442	136,675	131,847	126,035	9.3	3.7	4.6
Annual payroll	31,567	30,974	30,598	30,302	1.9	1.2	1.0
Employer contributions to Social Security and other supplemental benefits	8,072	8,330	7,777	7,083	-3.1	7.1	9.8
Access charges	25,708	24,738	24,156	23,338	3.9	2.4	3.5
Depreciation	24,524	23,623	23,727	23,097	3.8	-0.4	2.7
Lease and rental	4,009	4,208	3,843	3,524	-4.7	9.5	9.1
Purchased repairs	3,115	2,922	2,970	2,993	6.6	-1.6	-0.8
Insurance	195	206	207	182	-5.3	-0.5	13.7
Telephone and other purchased communication services	710	626	480	451	13.4	30.4	6.4
Purchased utilities	1,195	1,181	1,157	1,114	1.2	2.1	3.9
Purchased advertising	3,194	2,564	2,493	2,278	24.6	2.8	9.4
Taxes	5,426	5,249	5,310	5,164	3.4	-1.1	2.8
Other operating expenses	41,727	32,054	29,129	26,509	30.2	10.0	9.9

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-4 provides estimated measures of sampling variability (coefficients of variation).

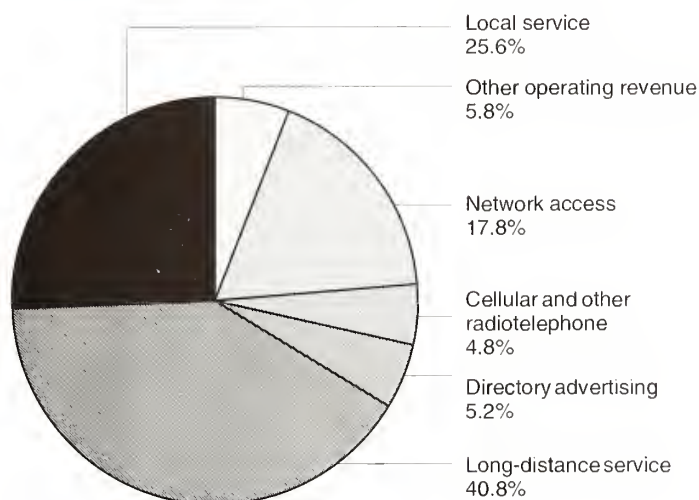
Table 5. **Telephone Communications, Except Radiotelephone (SIC 4813) — Components of Estimated Operating Revenue and Expenses: 1990 Through 1993**

[Estimates prior to 1993 are revised. See the introduction for a description of the revision process]

Item	Millions of dollars				Percent of total			
	1993	1992	1991	1990	1993	1992	1991	1990
Operating Revenue								
Total	172,579	163,730	157,607	153,912	100.0	100.0	100.0	100.0
Local service	44,153	42,214	40,342	39,201	25.6	25.8	25.6	25.5
Long-distance service	70,407	67,632	67,106	65,846	40.8	41.3	42.6	42.8
Network access	30,639	29,841	28,823	28,992	17.8	18.2	18.3	18.8
Cellular and other radiotelephone	8,314	6,326	4,609	4,040	4.8	3.9	2.9	2.6
Directory advertising	8,923	8,725	8,486	8,186	5.2	5.3	5.4	5.3
Other operating revenue	10,143	8,992	8,241	7,647	5.8	5.5	5.2	5.0
Operating Expenses								
Total	149,442	136,675	131,847	126,035	100.0	100.0	100.0	100.0
Annual payroll	31,567	30,974	30,598	30,302	21.1	22.7	23.2	24.0
Employer contributions to Social Security and other supplemental benefits	8,072	8,330	7,777	7,083	5.4	6.1	5.9	5.6
Plans required under Federal and State legislation	2,539	2,463	2,461	2,365	1.7	1.8	1.9	1.9
Other fringe benefit plans	5,533	5,867	5,316	4,718	3.7	4.3	4.0	3.7
Access charges	25,708	24,738	24,156	23,338	17.2	18.1	18.3	18.5
Depreciation	24,524	23,623	23,727	23,097	16.4	17.3	18.0	18.3
Buildings, offices, and structures	1,083	966	863	768	0.7	0.7	0.7	0.6
Communication systems	19,434	18,994	18,848	18,590	13.0	13.9	14.3	14.7
Vehicles, machinery and equipment, and other tangible assets	4,007	3,663	4,016	3,739	2.7	2.7	3.0	3.0
Lease and rental	4,009	4,208	3,843	3,524	2.7	3.1	2.9	2.8
Buildings, offices, and structures	2,195	2,324	2,156	1,719	1.5	1.7	1.6	1.4
Communication systems	1,209	1,185	1,093	1,177	0.8	0.9	0.8	0.9
Vehicles, and other machinery and equipment	605	699	594	628	0.4	0.5	0.5	0.5
Purchased repairs	3,115	2,922	2,970	2,993	2.1	2.1	2.3	2.4
Buildings, offices, and structures	654	666	598	547	0.4	0.5	0.5	0.4
Communication systems	1,946	1,709	1,873	1,926	1.3	1.3	1.4	1.5
Vehicles, and other machinery and equipment	515	547	499	520	0.3	0.4	0.4	0.4
Insurance	195	206	207	182	0.1	0.2	0.2	0.1
Telephone and other purchased communication services	710	626	480	451	0.5	0.5	0.4	0.4
Purchased utilities	1,195	1,181	1,157	1,114	0.8	0.9	0.9	0.9
Purchased advertising	3,194	2,564	2,493	2,278	2.1	1.9	1.9	1.8
Taxes	5,426	5,249	5,310	5,164	3.6	3.8	4.0	4.1
Other operating expenses	41,727	32,054	29,129	26,509	28.0	23.3	22.1	21.1

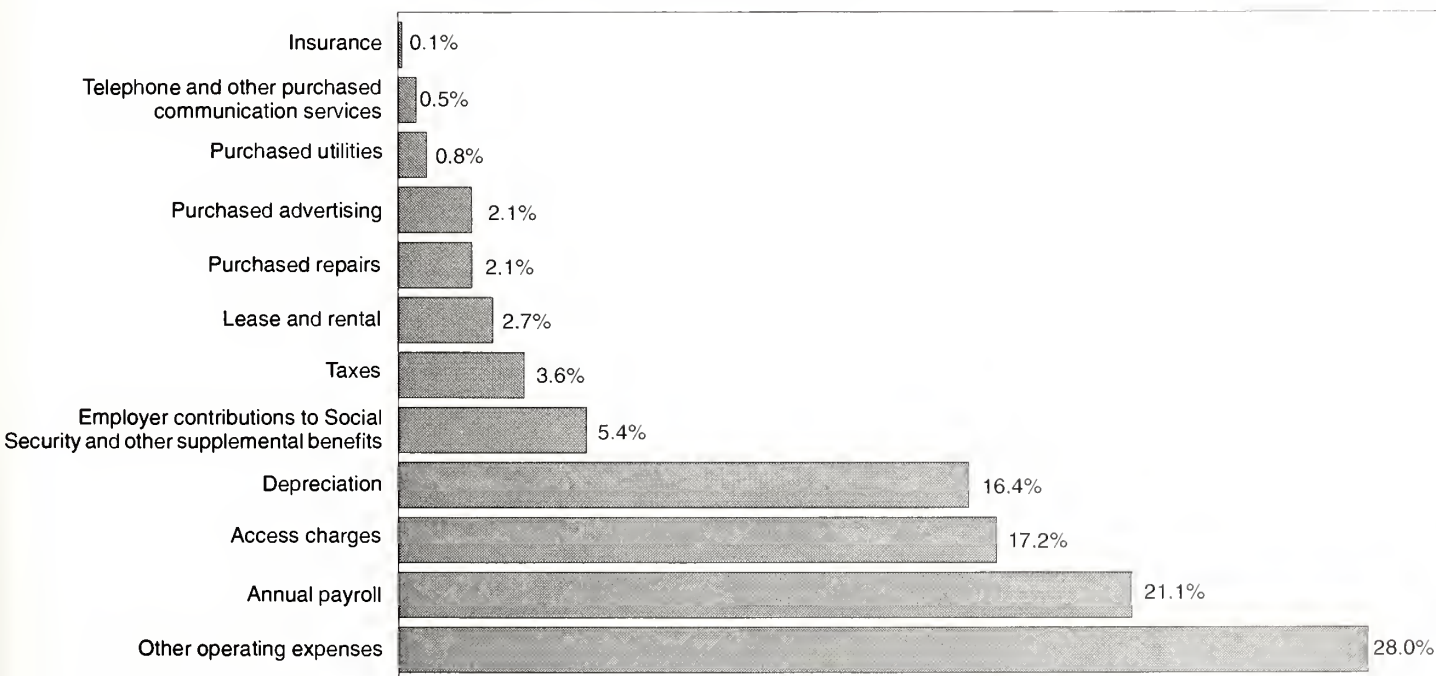
Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-5 provides estimated measures of sampling variability (coefficients of variation).

Figure 3.
Telephone Communications, Except Radiotelephone (SIC 4813)—Estimated Percentages of Operating Revenue, by Source: 1993
 (Total operating revenue = \$172.6 billion)



Note: See appendix A, table A-5 for estimated measures of sampling variability (coefficients of variation).

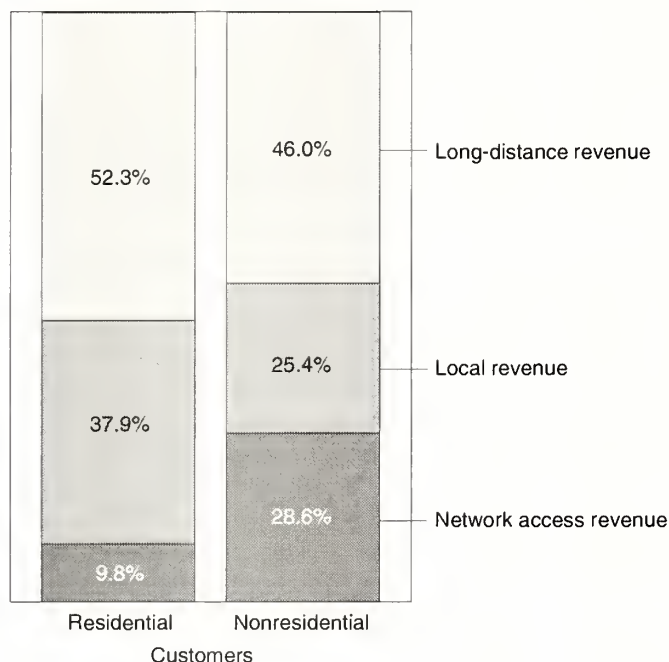
Figure 4.
Telephone Communications, Except Radiotelephone (SIC 4813)—Estimated Percentages of Operating Expenses, by Source: 1993
 (Total operating expenses = \$149.4 billion)



Note: See appendix A, table A-5 for estimated measures of sampling variability (coefficients of variation).

Figure 5.
Telephone Communications, Except Radiotelephone (SIC 4813)—Estimated Percentages of Residential and Nonresidential Revenue, by Type of Service: 1993

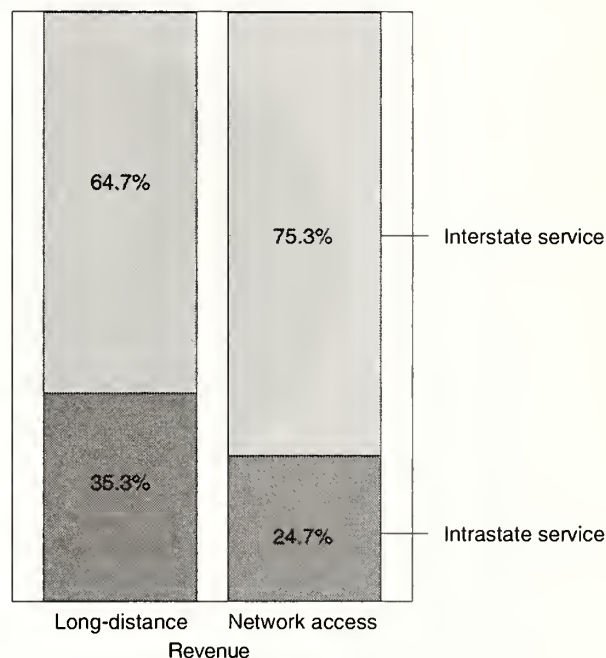
(Total long-distance, local, and network access revenue = \$58.0 billion residential customers, \$87.2 billion nonresidential customers)



Note: Estimated coefficients of variation are as follows: Residential customers—long-distance revenue, 0.4; local revenue, 0.2; and network access revenue, 2.9. Nonresidential customers—long-distance revenue, 0.3; local revenue, 1.5; and network access revenue, 1.7.

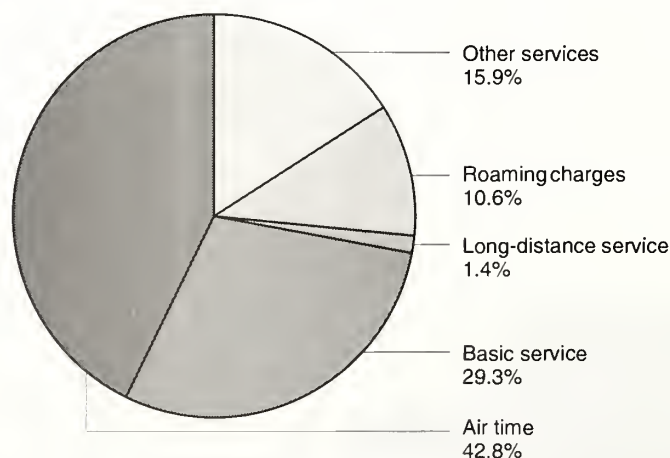
Figure 6.
Telephone Communications, Except Radiotelephone (SIC 4813)—Estimated Percentages of Long-Distance and Network Access Revenue from Intrastate and Interstate Services: 1993

(Total = \$70.4 billion long-distance, \$30.6 billion network access)



Note: Estimated coefficients of variation are as follows: Long-distance revenue—interstate service, 0.3; and intrastate service, 0.4. Network access revenue—interstate service, 0.7; and intrastate service, 2.4.

Figure 7.
Telephone Communications (SIC 481)— Estimated Percentages of Cellular and Other Radiotelephone Revenue, by Type of Service: 1993
 (Total cellular and other radiotelephone revenue = \$11.8 billion)



Note: Estimated coefficients of variation are as follows: air time, 1.2; basic service, 0.8; long-distance service, 8.2; roaming charges, 1.4; and other services, 2.2.

Table 6. Telephone Communications, Except Radiotelephone (SIC 4813) — Estimated Local, Long-Distance, and Network Access Revenue, by Type of Customer and Service: 1990 Through 1993

[Estimates prior to 1993 are revised. See the introduction for a description of the revision process]

Item	Total dollar volume	Type of customer		Type of service	
		Residential	Nonresidential	Intrastate	Interstate
Local Service					
Millions of dollars					
1993	44,153	21,947	22,206	43,514	639
1992	42,214	21,025	21,189	41,640	574
1991	40,342	20,189	20,153	(NA)	(NA)
1990	39,201	19,789	19,412	(NA)	(NA)
Percent change					
1993/1992	4.6	4.4	4.8	4.5	11.3
1992/1991	4.6	4.1	5.1	(NA)	(NA)
1991/1990	2.9	2.0	3.8	(NA)	(NA)
Long-Distance Service					
Millions of dollars					
1993	70,407	30,306	40,101	24,868	45,539
1992	67,632	28,953	38,679	24,685	42,947
1991	67,106	25,476	41,630	23,580	43,526
1990	65,846	23,748	42,098	25,259	40,587
Percent change					
1993/1992	4.1	4.7	3.7	0.7	6.0
1992/1991	0.8	13.6	-7.1	4.7	-1.3
1991/1990	1.9	7.3	-1.1	-6.6	7.2
Network Access					
Millions of dollars					
1993	30,639	5,704	24,935	7,580	23,059
1992	29,841	5,689	24,152	7,633	22,208
1991	28,823	5,255	23,568	7,016	21,807
1990	28,992	4,951	24,041	7,239	21,753
Percent change					
1993/1992	2.7	0.3	3.2	-0.7	3.8
1992/1991	3.5	8.3	2.5	8.8	1.8
1991/1990	-0.6	6.1	-2.0	-3.1	0.2

NA Not available.

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-6 provides estimated measures of sampling variability (coefficients of variation).

Table 7. Telephone Communications (SIC 481) — Estimated Cellular and Other Radiotelephone Revenue, by Type of Service: 1993

Item	Millions of dollars
Cellular and other radiotelephone revenue ¹	11,795
Type of Service	
Air time	5,047
Basic service	3,451
Long-distance service	162
Roaming charges	1,255
Other services	1,880

¹Includes cellular and other radiotelephone revenue for firms primarily engaged in providing radiotelephone services (SIC 4812), and telephone communications, except radiotelephone (SIC 4813).

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-7 provides estimated measures of sampling variability (coefficients of variation).

Radio and Television Broadcasting Services

SUMMARY OF DATA

Taxable Firms

Total operating revenue for taxable U.S. television and radio broadcasters combined was \$29.4 billion in 1993, an increase of 1.5 percent from 1992.

Revenue for the television broadcasting industry was about \$21.8 billion in 1993. Sales of television time to networks, advertisers, and sponsors (station time sales), representing 59.5 percent of television revenue, was almost \$13.0 billion in 1993. National and regional television advertising sales increased 1.2 percent while local advertising, which accounted for 53.4 percent of total station time sales in 1993, increased 2.5 percent from the previous year. Television network advertising revenue fell 2.3 percent from 1992 to \$8.0 billion.

Revenue for the Nation's radio broadcasters rose 6.4 percent to \$7.6 billion in 1993. Station time sales accounted for 92.6 percent of their total revenue. Local advertising, accounting for 77.3 percent of radio station time sales in 1993, was up 6.3 percent from the previous year.

Operating expenses for the television broadcasting industry were \$17.8 billion in 1993. Broadcast rights to first run programs, feature films, syndicated programs, and sporting events accounted for 39.9 percent of total operating expenses for television broadcasters in 1993. Industry payroll decreased 0.5 percent from 1992 to \$4.4 billion in 1993.

Total expenses for the radio industry were \$6.6 billion in 1993. Annual payroll, \$2.7 billion in 1993, was the largest component of these expenses.

Tax-Exempt Firms

Total revenue for tax-exempt radio and television broadcasters combined was \$2.1 billion in 1993, up 5.5 percent from 1992.

Revenue for tax-exempt television broadcasters increased 4.9 percent. Tax-exempt radio broadcasters' revenue increased 9.8 percent in 1993.

Total operating expenses for tax-exempt radio and television broadcasters combined were \$2.0 billion in 1993 compared to \$1.9 billion in 1992.

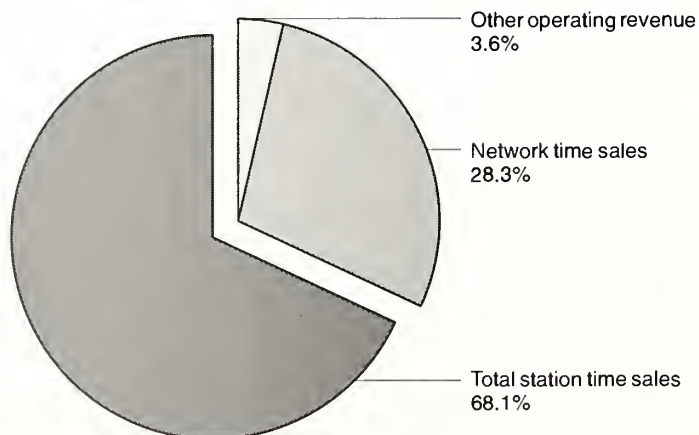
Table 8. **Broadcasting Services (SIC 483) — Estimated Revenue and Expenses for Taxable and Tax-Exempt**

[Estimates prior to 1993 are revised. See the introduction for a description of the revision process]

Item	Total broadcasting								
	Millions of dollars					Percent change			
	1993	1992	1991	1990	1989	1993/ 1992	1992/ 1991	1991/ 1990	1990/ 1989
Total revenue ¹	31,510	30,960	29,812	30,829	30,100	1.8	3.9	-3.3	2.4
Operating Expenses									
Total	26,385	26,976	26,708	26,714	25,505	-2.2	1.0	0.0	4.7
Annual payroll	7,491	7,425	7,090	7,111	6,894	0.9	4.7	-0.3	3.1
Employer contributions to Social Security and other supplemental benefits	1,276	1,242	1,143	1,135	1,081	2.7	8.7	0.7	5.0
Broadcast rights	8,156	8,721	8,891	8,490	7,834	-6.5	-1.9	4.7	8.4
Music license fees	353	384	376	387	393	-8.1	2.1	-2.8	-1.5
Depreciation	1,299	1,371	1,394	1,448	1,454	-5.3	-1.6	-3.7	-0.4
Lease and rental	524	508	512	518	512	3.1	-0.8	-1.2	1.2
Purchased repairs	258	249	251	254	249	3.6	-0.8	-1.2	2.0
Insurance	171	173	162	157	158	-1.2	6.8	3.2	-0.6
Telephone and other purchased communication services	265	265	259	269	267	0.0	2.3	-3.7	0.7
Purchased utilities	287	288	283	274	270	-0.3	1.8	3.3	1.5
Purchased advertising	866	853	897	1,001	1,014	1.5	-4.9	-10.4	-1.3
Taxes	193	197	181	184	189	-2.0	8.8	-1.6	-2.6
Other operating expenses ²	5,246	5,300	5,269	5,486	5,190	-1.0	0.6	-4.0	5.7

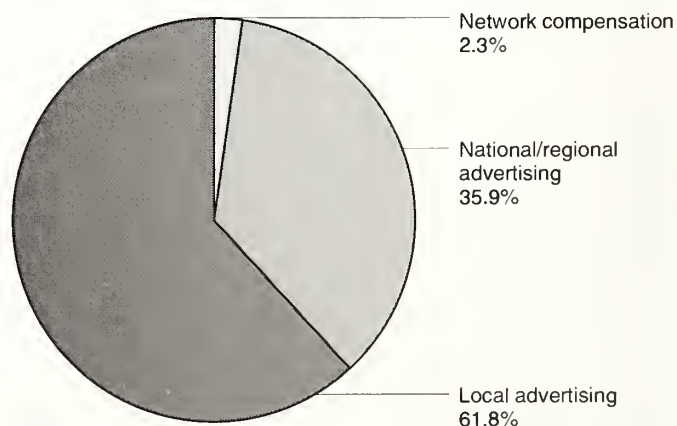
¹Includes non-operating income of tax-exempt firms.²Includes network compensation fees.

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-8 provides estimated measures of sampling variability (coefficients of variation).

Figure 8a.
**Broadcasting Services (SIC 483)—
Estimated Percentages of Operating Revenue
for Taxable Firms, by Source: 1993**
(Total operating revenue = \$29.4 billion)

Note: Estimated coefficients of variation are as follows: station time sales, 0.8; network time sales, 1.7; and other operating revenue, 5.0.

(Estimates prior to 1993 are revised. See the introduction for a description of the revision process.)

Figure 8b.
**Broadcasting Services (SIC 483)—
Estimated Percentages of Station Time Sales
for Taxable Firms, by Source: 1993**
(Total station time sales = \$20.0 billion)

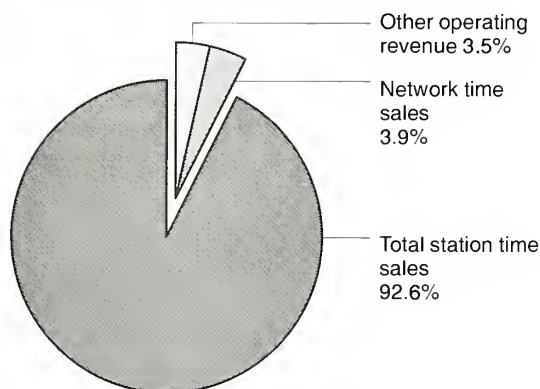
Note: Estimated coefficients of variation are as follows: network compensation, 5.4; national/regional advertising, 1.0; and local advertising, 0.6.

(Estimates prior to 1993 are revised. See the introduction for a description of the revision process.)

Firms, by Kind of Business: 1989 Through 1993

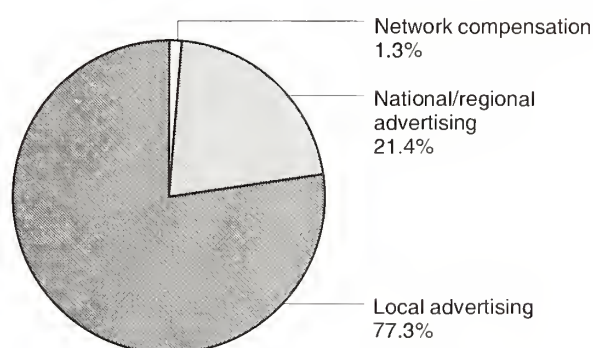
Radio (SIC 4832)									Television (SIC 4833)								
Millions of dollars					Percent change				Millions of dollars					Percent change			
1993	1992	1991	1990	1989	1993/ 1992	1992/ 1991	1991/ 1990	1990/ 1989	1993	1992	1991	1990	1989	1993/ 1992	1992/ 1991	1991/ 1990	1990/ 1989
7,931	7,445	7,309	7,607	7,552	6.5	1.9	-3.9	0.7	23,579	23,515	22,503	23,222	22,548	0.3	4.5	-3.1	3.0
6,886	6,738	6,749	6,911	6,834	2.2	-0.2	-2.3	1.1	19,499	20,238	19,959	19,803	18,671	-3.7	1.4	0.8	6.1
2,803	2,725	2,667	2,675	2,617	2.9	2.2	-0.3	2.2	4,688	4,700	4,423	4,436	4,277	-0.3	6.3	-0.3	3.7
402	386	365	364	355	4.1	5.8	0.3	2.5	874	856	778	771	726	2.1	10.0	0.9	6.2
259	230	299	288	284	12.6	-23.1	3.8	1.4	7,897	8,491	8,592	8,202	7,550	-7.0	-1.2	4.8	8.6
170	158	160	168	166	7.6	-1.2	-4.8	1.2	183	226	216	219	227	-19.0	4.6	-1.4	-3.5
467	484	498	512	523	-3.5	-2.8	-2.7	-2.1	832	887	896	936	931	-6.2	-1.0	-4.3	0.5
230	216	210	218	211	6.5	2.9	-3.7	3.3	294	292	302	300	301	0.7	-3.3	0.7	-0.3
89	86	88	88	87	3.5	-2.3	0.0	1.1	169	163	163	166	162	3.7	0.0	-1.8	2.5
72	71	69	69	70	1.4	2.9	0.0	-1.4	99	102	93	88	88	-2.9	9.7	5.7	0.0
128	128	124	127	128	0.0	3.2	-2.4	-0.8	137	137	135	142	139	0.0	1.5	-4.9	2.2
110	113	111	109	107	-2.7	1.8	1.8	1.9	177	175	172	165	163	1.1	1.7	4.2	1.2
330	334	351	390	419	-1.2	-4.8	-10.0	-6.9	536	519	546	611	595	3.3	-4.9	-10.6	2.7
73	69	62	64	65	5.8	11.3	-3.1	-1.5	120	128	119	120	124	-6.3	7.6	-0.8	-3.2
1,753	1,738	1,745	1,839	1,802	0.9	0.4	-5.1	2.1	3,493	3,562	3,524	3,647	3,388	-1.9	1.1	-3.4	7.6

Figure 9a.
Radio Broadcasting (SIC 4832)—
Estimated Percentages of Operating Revenue
for Taxable Firms, by Source: 1993
 (Total operating revenue = \$7.6 billion)



Note: See appendix A, table A-10 for estimated measures of sampling variability (coefficients of variation).
 (Estimates prior to 1993 are revised. See the introduction for a description of the revision process.)

Figure 9b.
Radio Broadcasting (SIC 4832)—
Estimated Percentages of Station Time Sales
for Taxable Firms, by Source: 1993
 (Total station time sales = \$7.1 billion)



Note: Estimated coefficients of variation are as follows: network compensation, 4.2; national/regional advertising, 2.5; and local advertising, 0.7.
 (Estimates prior to 1993 are revised. See the introduction for a description of the revision process.)

Table 9. **Broadcasting Services (SIC 483) — Estimated Operating Revenue and Expenses for Taxable Firms, by**

[Estimates prior to 1993 are revised. See the introduction for a description of the revision process]

Item	Total broadcasting						
	Millions of dollars				Percent change		
	1993	1992	1991	1990	1993/ 1992	1992/ 1991	1991/ 1990
Operating Revenue							
Total	29,408	28,968	27,916	29,134	1.5	3.8	-4.2
Station time sales	20,031	19,357	18,778	19,815	3.5	3.1	-5.2
Network compensation	461	476	530	570	-3.2	-10.2	-7.0
National/regional advertising	7,189	6,993	6,927	7,508	2.8	1.0	-7.7
Local advertising	12,381	11,888	11,321	11,737	4.1	5.0	-3.5
Network time sales	8,332	8,510	7,915	8,183	-2.1	7.5	-3.3
Other operating revenue	1,045	1,101	1,223	1,136	-5.1	-10.0	7.7
Operating Expenses							
Total	24,403	25,102	24,893	25,101	-2.8	0.8	-0.8
Annual payroll	7,073	7,024	6,698	6,745	0.7	4.9	-0.7
Employer contributions to Social Security and other supplemental benefits	1,192	1,161	1,067	1,064	2.7	8.8	0.3
Broadcast rights	7,342	7,919	8,110	7,823	-7.3	-2.4	3.7
Music license fees	351	383	374	386	-8.4	2.4	-3.1
Depreciation	1,225	1,304	1,328	1,388	-6.1	-1.8	-4.3
Lease and rental	485	468	477	484	3.6	-1.9	-1.45
Purchased repairs	240	233	235	239	3.0	-0.9	-1.7
Insurance	161	163	152	148	-1.2	7.2	2.7
Telephone and other purchased communication services	243	245	240	249	-0.8	2.1	-3.6
Purchased utilities	262	265	260	254	-1.1	1.9	2.4
Purchased advertising	835	824	871	978	1.3	-5.4	-10.9
Taxes	190	193	178	182	-1.6	8.4	-2.2
Other operating expenses	4,804	4,920	4,903	5,161	-2.4	0.3	-5.0

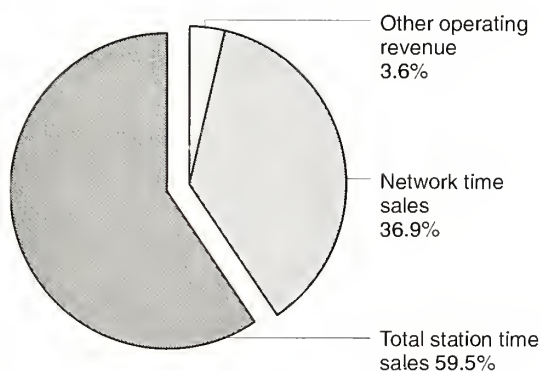
¹Includes network compensation fees.

Note: Estimates are obtained from a sample of taxable employer firms only. Estimates for tax-exempt firms and organizations are shown in table 12. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-9 provides estimated measures of sampling variability (coefficients of variation).

Kind of Business: 1990 Through 1993

Radio (SIC 4832)							Television (SIC 4833)						
Millions of dollars				Percent change			Millions of dollars				Percent change		
1993	1992	1991	1990	1993/ 1992	1992/ 1991	1991/ 1990	1993	1992	1991	1990	1993/ 1992	1992/ 1991	1991/ 1990
7,640	7,180	7,049	7,347	6.4	1.9	-4.1	21,768	21,788	20,867	21,787	-0.1	4.4	-4.2
7,072	6,630	6,450	6,759	6.7	2.8	-4.6	12,959	12,727	12,328	13,056	1.8	3.2	-5.6
92	100	104	111	-8.0	-3.85	-6.3	369	376	426	459	-1.9	-11.7	-7.2
1,514	1,387	1,514	1,608	9.2	-8.4	-5.8	5,675	5,606	5,413	5,900	1.2	3.6	-8.3
5,466	5,143	4,832	5,040	6.3	6.4	-4.1	6,915	6,745	6,489	6,697	2.5	3.9	-3.1
301	292	330	322	3.1	-11.5	2.5	8,031	8,218	7,585	7,861	-2.3	8.3	-3.5
267	258	269	266	3.5	-4.1	1.1	778	843	954	870	-7.7	-11.6	9.7
6,610	6,485	6,505	6,670	1.9	-0.3	-2.5	17,793	18,617	18,388	18,431	-4.4	1.2	-0.2
2,697	2,627	2,568	2,583	2.7	2.3	-0.6	4,376	4,397	4,130	4,162	-0.5	6.5	-0.8
379	365	347	347	3.8	5.2	0.0	813	796	720	717	2.1	10.6	0.4
247	220	288	277	12.3	-23.6	4.0	7,095	7,699	7,822	7,546	-7.8	-1.6	3.7
169	157	159	167	7.6	-1.3	-4.8	182	226	215	219	-19.5	5.1	-1.8
452	471	486	500	-4.0	-3.1	-2.8	773	833	842	888	-7.2	-1.1	-5.2
217	201	198	206	8.0	1.5	-3.9	268	267	279	278	0.4	-4.3	0.4
83	81	83	83	2.5	-2.4	0.0	157	152	152	156	3.3	0.0	-2.6
70	69	67	67	1.4	3.0	0.0	91	94	85	81	-3.2	10.6	4.9
121	122	118	121	-0.8	3.4	-2.5	122	123	122	128	-0.8	0.8	-4.7
103	107	105	104	-3.7	1.9	1.0	159	158	155	150	0.6	1.9	3.3
326	330	347	386	-1.2	-4.9	-10.1	509	494	524	592	3.0	-5.7	-11.5
72	68	61	63	5.9	11.5	-3.2	118	125	117	119	-5.6	6.8	-1.7
1,674	1,667	1,678	1,766	0.4	-0.7	-5.0	3,130	3,253	3,225	3,395	-3.8	0.9	-25.0

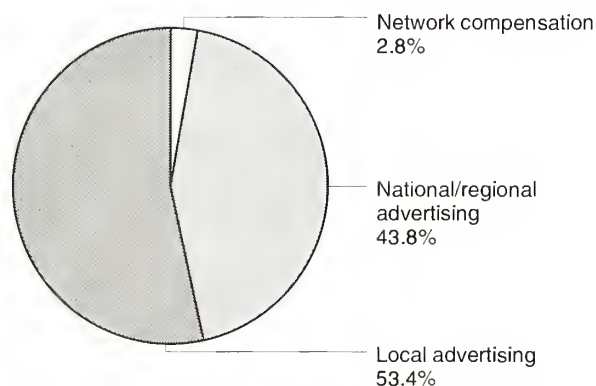
Figure 10a.
Television Broadcasting (SIC 4833)—
Estimated Percentages of Operating Revenue
for Taxable Firms, by Source: 1993
 (Total operating revenue = \$21.8 billion)



Note: See appendix A, table A-11 for estimated measures of sampling variability (coefficients of variation).

(Estimates prior to 1993 are revised. See the introduction for a description of the revision process.)

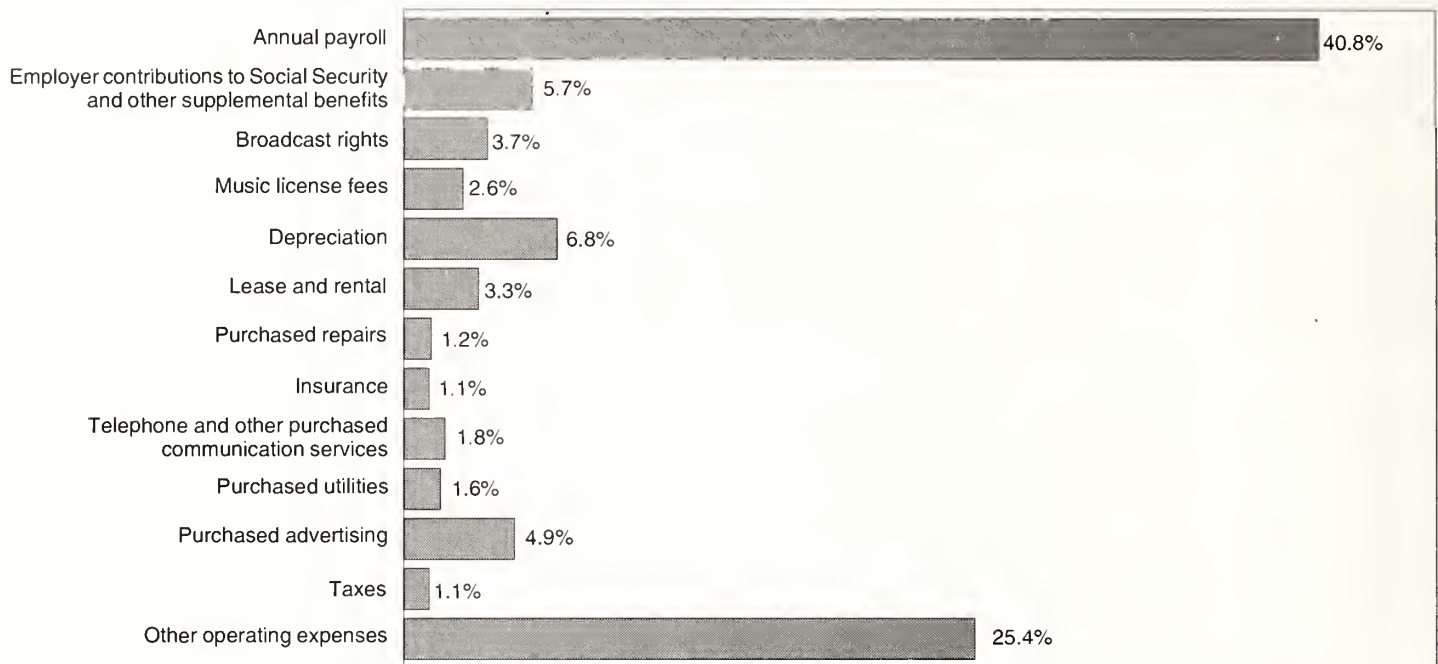
Figure 10b.
Television Broadcasting (SIC 4833)—
Estimated Percentages of Station Time Sales
for Taxable Firms, by Source: 1993
 (Total station time sales = \$13.0 billion)



Note: Estimated coefficients of variation are as follows: network compensation, 6.2; national/regional advertising, 1.0; and local advertising, 0.6.

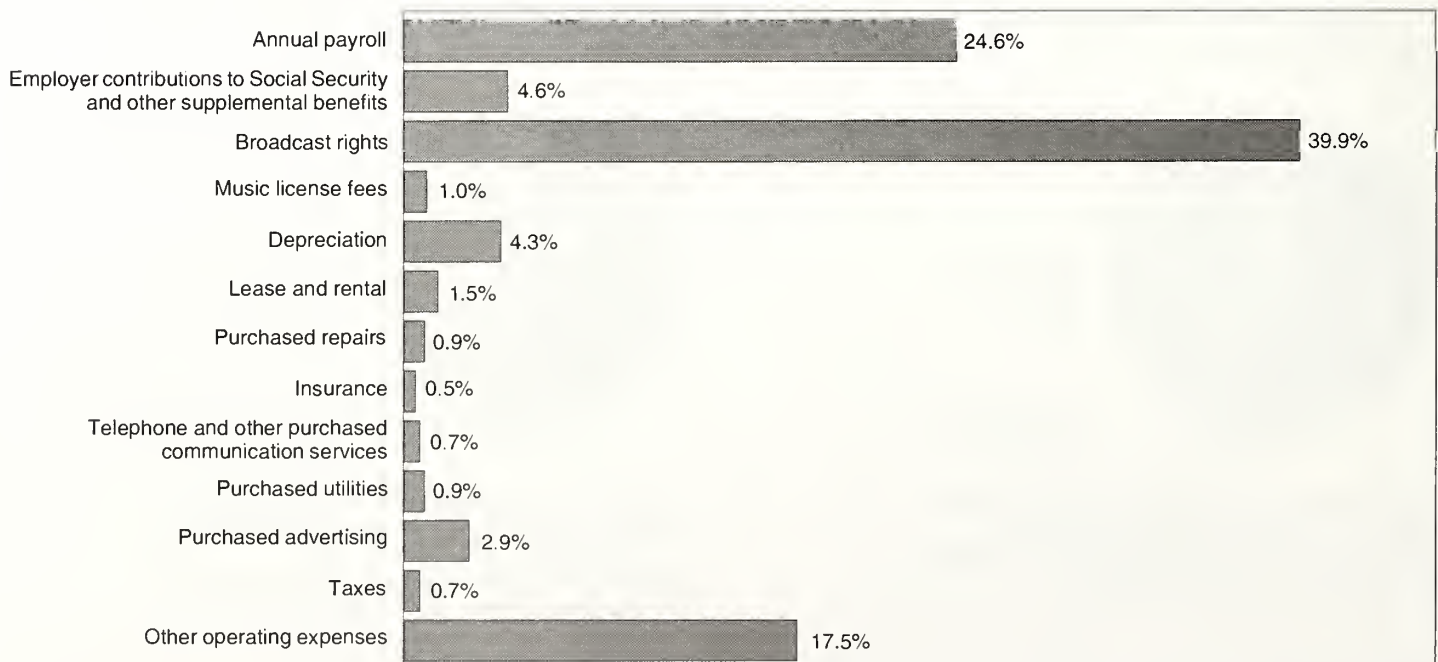
(Estimates prior to 1993 are revised. See the introduction for a description of the revision process.)

Figure 11.
**Radio Broadcasting (SIC 4832)—Estimated Percentages of
 Operating Expenses for Taxable Firms, by Source: 1993**
 (Total expenses = \$6.6 billion)



Note: See appendix A, table A-10 for estimated measures of sampling variability (coefficients of variation). Other operating expenses include network compensation fees.

Figure 12.
**Television Broadcasting (SIC 4833)—Estimated Percentages of
 Operating Expenses for Taxable Firms, by Source: 1993**
 (Total expenses = \$17.8 billion)



Note: See appendix A, table A-11 for estimated measures of sampling variability (coefficients of variation). Other operating expenses include network compensation fees.

Table 10. Radio Broadcasting (SIC 4832) — Components of Estimated Operating Revenue and Expenses for Taxable Firms: 1990 Through 1993

[Estimates prior to 1993 are revised. See the introduction for a description of the revision process]

Item	Millions of dollars				Percent of total			
	1993	1992	1991	1990	1993	1992	1991	1990
Operating Revenue								
Total.....	7,640	7,180	7,049	7,347	100.0	100.0	100.0	100.0
Station time sales.....	7,072	6,630	6,450	6,759	92.6	92.3	91.5	92.0
Network compensation.....	92	100	104	111	1.3	1.4	1.5	1.5
National/regional advertising.....	1,514	1,387	1,514	1,608	19.8	19.3	21.5	21.9
Local advertising.....	5,466	5,143	4,832	5,040	71.5	71.6	68.5	68.6
Network time sales.....	301	292	330	322	3.9	4.1	4.7	4.4
Other operating revenue.....	267	258	269	266	3.5	3.6	3.8	3.6
Operating Expenses								
Total.....	6,610	6,485	6,505	6,670	100.0	100.0	100.0	100.0
Annual payroll.....	2,697	2,627	2,568	2,583	40.8	40.5	39.5	38.7
Employer contributions to Social Security and other supplemental benefits.....	379	365	347	347	5.7	5.6	5.3	5.2
Broadcast rights.....	247	220	288	277	3.7	3.4	4.4	4.2
Music license fees.....	169	157	159	167	2.6	2.4	2.4	2.5
Depreciation.....	452	471	486	500	6.8	7.3	7.5	7.5
Buildings, offices, and structures.....	108	114	109	114	1.6	1.8	1.7	1.7
Transmission systems.....	188	204	214	219	2.8	3.1	3.3	3.3
Vehicles, machinery and equipment, and other tangible assets.....	156	153	163	167	2.4	2.4	2.5	2.5
Lease and rental.....	217	201	198	206	3.3	3.1	3.0	3.1
Buildings, offices, and structures.....	146	137	135	132	2.2	2.1	2.1	2.0
Transmission systems.....	46	42	39	49	0.7	0.6	0.6	0.7
Vehicles, and other machinery and equipment.....	25	22	24	25	0.4	0.3	0.4	0.4
Purchased repairs.....	83	81	83	83	1.2	1.2	1.3	1.2
Buildings, offices, and structures.....	26	25	28	28	0.4	0.4	0.4	0.4
Transmission systems.....	34	36	33	33	0.5	0.6	0.5	0.5
Vehicles, and other machinery and equipment.....	23	20	22	22	0.3	0.3	0.3	0.3
Insurance.....	70	69	67	67	1.1	1.1	1.0	1.0
Telephone and other purchased communication services.....	121	122	118	121	1.8	1.9	1.8	1.8
Purchased utilities.....	103	107	105	104	1.6	1.7	1.6	1.6
Purchased advertising.....	326	330	347	386	4.9	5.1	5.3	5.8
Taxes.....	72	68	61	63	1.1	1.0	0.9	0.9
Other operating expenses ¹	1,674	1,667	1,678	1,766	25.4	25.7	26.0	26.5

¹Includes network compensation fees.

Note: Estimates are obtained from a sample of taxable employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-10 provides estimated measures of sampling variability (coefficients of variation).

Table 11. Television Broadcasting (SIC 4833) — Components of Estimated Operating Revenue and Expenses for Taxable Firms: 1990 Through 1993

[Estimates prior to 1993 are revised. See the introduction for a description of the revision process]

Item	Millions of dollars				Percent of total			
	1993	1992	1991	1990	1993	1992	1991	1990
Operating Revenue								
Total.....	21,768	21,788	20,867	21,787	100.0	100.0	100.0	100.0
Station time sales.....	12,959	12,727	12,328	13,056	59.5	58.4	59.1	59.9
Network compensation.....	369	376	426	459	1.6	1.7	2.0	2.1
National/regional advertising.....	5,675	5,606	5,413	5,900	26.1	25.7	25.9	27.1
Local advertising.....	6,915	6,745	6,489	6,697	31.8	31.0	31.1	30.7
Network time sales.....	8,031	8,218	7,585	7,861	36.9	37.7	36.3	36.1
Other operating revenue.....	778	843	954	870	3.6	3.9	4.6	4.0
Operating Expenses								
Total.....	17,793	18,617	18,388	18,431	100.0	100.0	100.0	100.0
Annual payroll.....	4,376	4,397	4,130	4,162	24.6	23.6	22.5	22.6
Employer contributions to Social Security and other supplemental benefits.....	813	796	720	717	4.6	4.3	3.9	3.9
Broadcast rights.....	7,095	7,699	7,822	7,546	39.9	41.4	42.5	40.9
Music license fees.....	182	226	215	219	1.0	1.2	1.2	1.2
Depreciation.....	773	833	842	888	4.3	4.5	4.6	4.8
Buildings, offices, and structures.....	135	133	116	118	0.8	0.7	0.6	0.6
Transmission systems.....	316	364	404	439	1.8	2.0	2.2	2.4
Vehicles, machinery and equipment, and other tangible assets.....	322	336	322	331	1.8	1.8	1.8	1.8
Lease and rental.....	268	267	279	278	1.5	1.4	1.5	1.5
Buildings, offices, and structures.....	132	128	137	127	0.7	0.7	0.7	0.7
Transmission systems.....	56	58	55	64	0.3	0.3	0.3	0.3
Vehicles, and other machinery and equipment.....	78	81	87	87	0.4	0.4	0.5	0.5
Purchased repairs.....	157	152	152	156	0.9	0.8	0.8	0.8
Buildings, offices, and structures.....	60	57	57	58	0.3	0.3	0.3	0.3
Transmission systems.....	35	35	39	38	0.2	0.2	0.2	0.2
Vehicles, and other machinery and equipment.....	62	60	56	60	0.3	0.3	0.3	0.3
Insurance.....	91	94	85	81	0.5	0.5	0.5	0.4
Telephone and other purchased communication services.....	122	123	122	128	0.7	0.7	0.7	0.7
Purchased utilities.....	159	158	155	150	0.9	0.9	0.8	0.8
Purchased advertising.....	509	494	524	592	2.9	2.7	2.8	3.2
Taxes.....	118	125	117	119	0.7	0.7	0.6	0.6
Other operating expenses ¹	3,130	3,253	3,225	3,395	17.5	17.3	17.6	18.6

¹Includes network compensation fees.

Note: Estimates are obtained from a sample of taxable employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-11 provides estimated measures of sampling variability (coefficients of variation).

Table 12. **Broadcasting Services (SIC 483) — Estimated Revenue and Expenses for Tax-Exempt Firms, by Kind**

[Estimates prior to 1993 are revised. See the introduction for a description of the revision process]

Item	Total broadcasting						
	Millions of dollars				Percent change		
	1993	1992	1991	1990	1993/ 1992	1992/ 1991	1991/ 1990
Total revenue ¹	2,102	1,992	1,896	1,695	5.5	5.1	11.9
Operating Expenses							
Total	1,982	1,874	1,815	1,613	5.8	3.3	12.5
Annual payroll	418	401	392	366	4.2	2.3	7.1
Employer contributions to Social Security and other supplemental benefits	84	81	76	71	3.7	6.6	7.0
Broadcast rights	814	802	781	667	1.5	2.7	17.1
Music license fees	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Depreciation	74	67	66	60	10.4	1.5	10.0
Lease and rental	39	40	35	34	-2.5	14.3	2.9
Purchased repairs	18	16	16	15	12.5	0.0	6.7
Insurance	10	10	10	9	0.0	0.0	11.1
Telephone and other purchased communication services	22	20	19	20	10.0	5.3	-5.0
Purchased utilities	25	23	23	20	8.7	0.0	15.0
Purchased advertising	31	29	26	23	6.9	11.5	13.0
Taxes	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Other operating expenses ²	442	380	366	325	16.3	3.8	12.6

S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

¹Includes all government subsidies used to offset operating or capital deficits; private gifts, loans, contributions, and grants; sale of securities, real estate; etc. ²Includes network compensation fees.

Note: Estimates are obtained from a sample of employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-12 provides estimated measures of sampling variability (coefficients of variation).

of Business: 1990 Through 1993

Radio (SIC 4832)							Television (SIC 4833)						
Millions of dollars				Percent change			Millions of dollars				Percent change		
1993	1992	1991	1990	1993/ 1992	1992/ 1991	1991/ 1990	1993	1992	1991	1990	1993/ 1992	1992/ 1991	1991/ 1990
291	265	260	260	9.8	1.9	0.0	1,811	1,727	1,636	1,435	4.9	5.6	14.0
276	253	244	241	9.1	3.7	1.2	1,706	1,621	1,571	1,372	5.2	3.2	14.5
106	98	99	92	8.2	-1.0	7.6	312	303	293	274	3.0	3.4	6.9
23	21	18	17	9.5	16.7	5.9	61	60	58	54	1.7	3.4	7.4
12	10	11	11	20.0	-9.1	0.0	802	792	770	656	1.3	2.9	17.4
(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
15	13	12	12	15.4	8.3	0.0	59	54	54	48	9.3	0.0	12.5
13	15	12	12	-13.3	25.0	0.0	26	25	23	22	4.0	8.7	4.5
6	5	5	5	20.0	0.0	0.0	12	11	11	10	9.1	0.0	10.0
2	2	2	2	0.0	0.0	0.0	8	8	8	7	0.0	0.0	14.3
7	6	6	6	16.7	0.0	0.0	15	14	13	14	7.1	7.7	-7.1
7	6	6	5	16.7	0.0	20.0	18	17	17	15	5.9	0.0	13.3
(S)	(S)	4	4	(S)	(S)	0.0	27	25	22	19	8.0	13.6	15.8
(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
79	71	67	73	11.3	6.0	-8.2	363	309	299	252	17.5	3.3	18.7

Cable and Other Pay Television Services

SUMMARY OF DATA

Revenue for the Nation's cable television industry rose 10.0 percent from 1992 to \$27.7 billion in 1993.

Cable system operators reported basic service revenue of \$13.6 billion, almost half of all industry revenue in 1993 and up 9.7 percent from 1992. Pay-per-view and other premium service revenue showed a 10.2 percent increase from 1992. Cable television networks reported revenue from programming services of \$4.5 billion in 1993, an increase of 10.1 percent from 1992. Advertising revenue

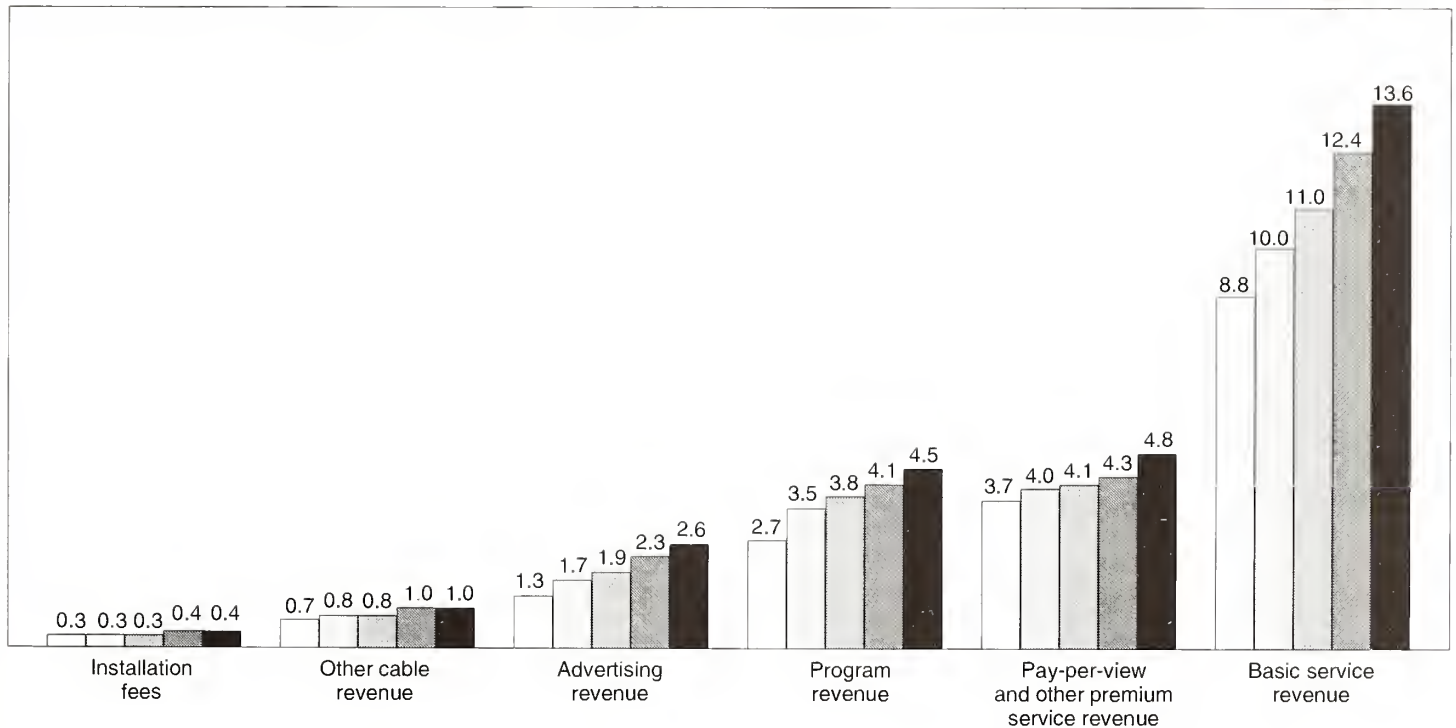
for the cable industry reached \$2.6 billion in 1993, up 15.3 percent from 1992.

Total operating expenses rose 7.7 percent from 1992 to \$20.9 billion in 1993. Program and production costs, which accounted for 32.0 percent of total operating expenses in 1993, increased 10.1 percent from 1992 to \$6.7 billion. Depreciation expenses were \$3.5 billion in 1993, accounting for 16.8 percent of total operating expenses. In 1993, annual payroll increased 9.3 percent from 1992, while employer contributions to Social Security and other supplemental benefits rose 10.6 percent.

Figure 13.

Cable and Other Pay Television Services (SIC 4841)—Estimated Operating Revenue for Taxable Firms, by Source: 1989 through 1993

(Billions of dollars)

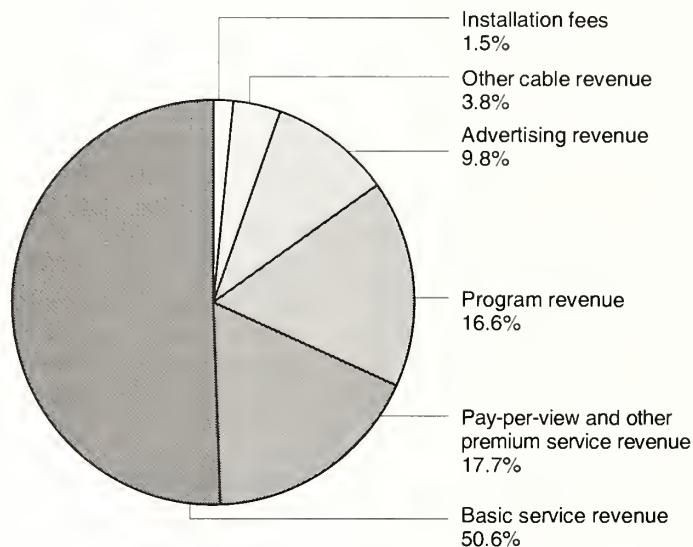


Note: See appendix A, table A-13 for estimated measures of sampling variability (coefficients of variation.) Estimates are not adjusted for price changes.

(Estimates prior to 1993 are revised. See the introduction for a description of the revision process.)

Figure 14.
Cable and Other Pay Television Services (SIC 4841)—Estimated Percentages of Cable and Other Pay Television Revenue for Taxable Firms, by Source: 1993

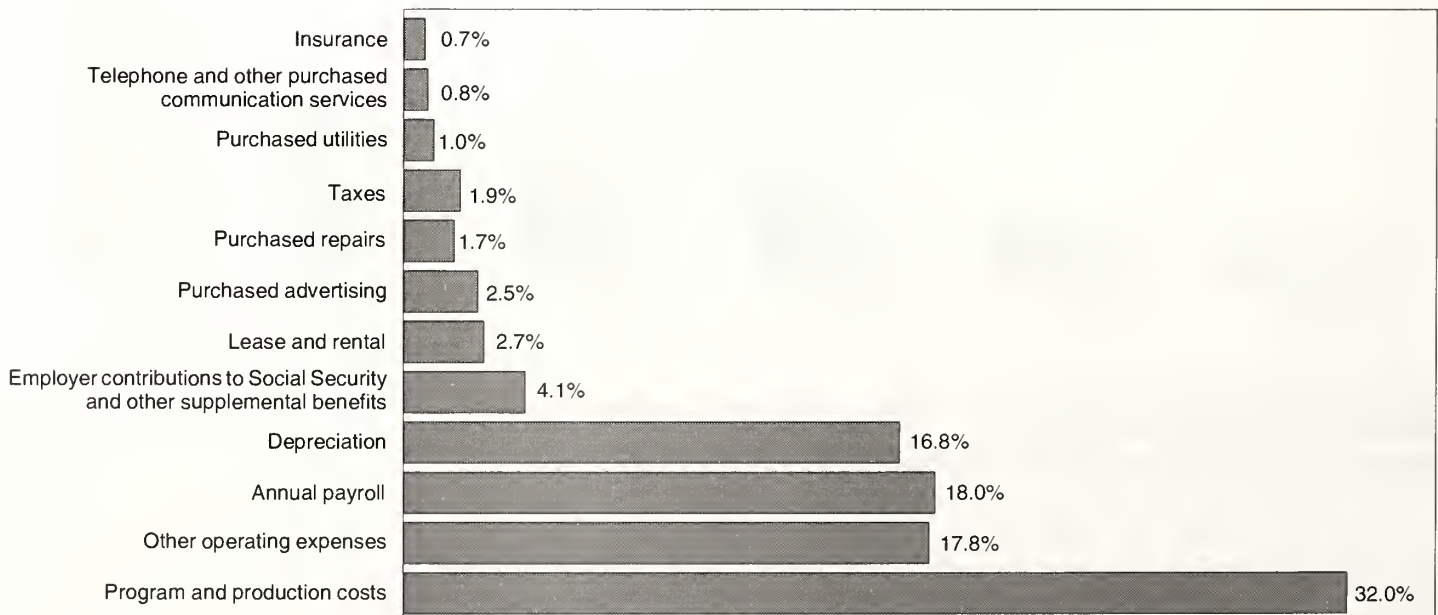
(Total cable and other pay television revenue = \$26.9 billion)



Note: See appendix A, table A-13 for estimated measures of sampling variability (coefficients of variation).

Figure 15.
Cable and Other Pay Television Services (SIC 4841)—Estimated Percentages of Operating Expenses for Taxable Firms, by Source: 1993

(Total operating expenses = \$20.9 billion)



Note: See appendix A, table A-13 for estimated measures of sampling variability (coefficients of variation).

Table 13. Cable and Other Pay Television Services (SIC 4841) — Components of Estimated Operating Revenue and Expenses for Taxable Firms: 1989 Through 1993

[Estimates prior to 1993 are revised. See the introduction for a description of the revision process]

Item	Millions of dollars					Percent change				Percent of total				
	1993	1992	1991	1990	1989	1993/ 1992	1992/ 1991	1991/ 1990	1990/ 1989	1993	1992	1991	1990	1989
Operating Revenue														
Total ¹	27,683	25,169	22,868	21,253	(NA)	10.0	10.1	7.6	(NA)	(X)	(X)	(X)	(X)	(X)
Cable and other pay television revenue	26,881	24,424	21,897	20,312	17,513	10.1	11.5	7.8	16.0	100.0	100.0	100.0	100.0	100.0
Advertising	2,633	2,283	1,924	1,725	1,349	15.3	18.7	11.5	27.9	9.8	9.3	8.8	8.5	7.7
Program revenue	4,461	4,053	3,768	3,497	2,723	10.1	7.6	7.7	28.4	16.6	16.6	17.2	17.2	15.6
Basic service revenue	13,609	12,401	10,983	10,019	8,760	9.7	12.9	9.6	14.4	50.6	50.8	50.2	49.3	50.0
Pay-per-view and other premium service revenue ..	4,756	4,314	4,092	3,987	3,734	10.2	5.4	2.6	6.8	17.7	17.7	18.7	19.6	21.3
Installation fees	400	357	297	277	250	12.0	20.2	7.2	10.8	1.5	1.5	1.3	1.4	1.4
Other cable revenue	1,022	1,016	833	807	697	0.6	22.0	3.2	15.8	3.8	4.1	3.8	4.0	4.0
Operating Expenses														
Total	20,948	19,457	18,433	17,694	(NA)	7.7	5.6	4.2	(NA)	100.0	100.0	100.0	100.0	(NA)
Annual payroll	3,768	3,448	2,902	2,748	(NA)	9.3	18.8	5.6	(NA)	18.0	17.7	15.7	15.5	(NA)
Employer contributions to Social Security and other supplemental benefits	865	782	651	574	(NA)	10.6	20.1	13.4	(NA)	4.1	4.0	3.5	3.2	(NA)
Plans required under Federal and State legislation	344	318	250	233	(NA)	8.2	27.2	7.3	(NA)	1.6	1.6	1.4	1.3	(NA)
Other fringe benefit plans ..	521	464	401	341	(NA)	12.3	15.7	17.6	(NA)	2.5	2.4	2.1	1.9	(NA)
Program and production costs ²	6,711	6,094	5,693	5,340	(NA)	10.1	7.0	6.6	(NA)	32.0	31.3	30.9	30.2	(NA)
Depreciation	3,529	3,338	3,274	3,254	(NA)	5.7	2.0	0.6	(NA)	16.8	17.2	17.7	18.4	(NA)
Buildings, offices, and structures	(S)	(S)	206	209	(NA)	(S)	(S)	-1.4	(NA)	(S)	(S)	1.1	1.2	(NA)
Transmission systems	2,506	2,413	2,404	2,363	(NA)	3.9	0.4	1.7	(NA)	12.0	12.4	13.0	13.4	(NA)
Vehicles, machinery and equipment, and other tangible assets	762	693	664	682	(NA)	10.0	4.4	-2.6	(NA)	3.6	3.6	3.6	3.8	(NA)
Lease and rental	570	531	465	462	(NA)	7.3	14.2	0.6	(NA)	2.7	2.7	2.5	2.6	(NA)
Buildings, offices, and structures	218	214	174	167	(NA)	1.9	23.0	4.2	(NA)	1.0	1.1	0.9	0.9	(NA)
Transmission systems	270	243	216	217	(NA)	11.1	12.5	-0.5	(NA)	1.3	1.2	1.2	1.2	(NA)
Vehicles, and other machinery and equipment ..	82	74	75	78	(NA)	10.8	-1.3	-3.8	(NA)	0.4	0.4	0.4	0.5	(NA)
Purchased repairs	366	336	307	309	(NA)	8.9	9.4	-0.6	(NA)	1.7	1.7	1.7	1.7	(NA)
Buildings, offices, and structures	38	33	30	30	(NA)	15.2	10.0	0.0	(NA)	0.2	0.2	0.2	0.2	(NA)
Transmission systems	206	193	178	174	(NA)	6.7	8.4	2.3	(NA)	1.0	1.0	1.0	1.0	(NA)
Vehicles, and other machinery and equipment ..	122	110	99	105	(NA)	10.9	11.1	-5.7	(NA)	0.5	0.5	0.5	0.5	(NA)
Insurance	150	131	104	99	(NA)	14.5	26.0	5.1	(NA)	0.7	0.7	0.6	0.6	(NA)
Telephone and other purchased communication services	162	142	125	120	(NA)	14.1	13.6	4.2	(NA)	0.8	0.7	0.7	0.7	(NA)
Purchased utilities	217	198	181	169	(NA)	9.6	9.4	7.1	(NA)	1.0	1.0	1.0	1.0	(NA)
Purchased advertising	530	484	425	421	(NA)	9.5	13.9	1.0	(NA)	2.5	2.5	2.3	2.4	(NA)
Taxes	394	368	299	279	(NA)	7.1	23.1	7.2	(NA)	1.9	1.9	1.6	1.6	(NA)
Other operating expenses	3,686	3,605	4,007	3,919	(NA)	2.2	-10.0	2.2	(NA)	17.8	18.6	21.8	22.1	(NA)

NA Not available. S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only. X Not applicable.

¹Includes sources of revenue not shown separately. ²Includes program and production costs from basic cable services, pay-per-view or premium services, local origination programs, and other program and production costs.

Note: Estimates are obtained from a sample of taxable employer firms only. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-13 provides estimated measures of sampling variability (coefficients of variation).

Appendix A. Measures of Sampling Variability

RELIABILITY OF DATA

There are two types of errors possible in an estimate based on a sample survey—sampling and nonsampling. Sampling errors occur because observations are made on a sample, not on the entire population. Nonsampling errors can be attributed to many sources in the collection and processing of the data. The accuracy of a survey result is determined by the joint effect of sampling and nonsampling errors.

MEASURES OF SAMPLING VARIABILITY

Because the estimates were based on a sample, exact agreement with the results that would be obtained from a complete census of the communication services industries using the same enumeration procedure was not expected. However, because each firm in the United States in the specified Standard Industrial Classifications (SIC's) had a chance of being selected for the sample and because the probability of selection for each firm in the sample was known, it was possible to estimate the sampling variability of the estimates made from the sample.

The standard error of the estimate is a measure of the variability among the estimates from all possible samples of the same size and design and, thus, is a measure of the precision with which an estimate from a particular sample approximates the results of a complete enumeration. The coefficient of variation (expressed as a percent) is the standard error of the estimate times 100 percent divided by the value being estimated. Note that measures of sampling variability, such as the standard error or coefficient of variation, are estimated from the sample and are also subject to sampling variability. Coefficients of variation for dollar volume estimates and year-to-year ratios are shown in tables A-1 through A-13 in this appendix.

The coefficients of variation presented in these tables permit certain confidence statements about the sample estimates. The particular sample used in this survey was one of a large number of samples of the same size that could have been selected using the same design. In about two out of three of these samples, the estimates would differ from a complete enumeration by less than the corresponding percentages for that estimate shown in the sampling variability tables. In about 9 out of 10 of these samples, the estimates would differ from the results of a complete enumeration by less than 1.65 times the percentages shown.

To illustrate the computations involved in the above confidence statements as related to dollar volume estimates, assume that an estimate of revenue published in table 1 of this publication is \$10,750 million for a particular year and that the coefficient of variation for this estimate, as given in table A-1 of this appendix, is 1.8 percent or 0.018. Multiplying \$10,750 million by 0.018 yields \$194 million. Therefore, a 67-percent confidence interval is \$10,556 million to \$10,944 million (\$10,750 million plus or minus \$194 million). If corresponding confidence intervals were constructed for all possible samples of the same size and design, approximately 2 out of 3 (67 percent) of the intervals would contain the figure obtained from a complete enumeration. Typical practice is to construct a 90- or 95-percent confidence interval. Using the same illustration, a 90-percent confidence interval would be \$10,430 million to \$11,070 million (\$10,750 million plus or minus \$320 million). The \$320 million is computed by multiplying \$10,750 million by 0.018 by 1.65).

NONSAMPLING ERRORS

As calculated for this report, the coefficient of variation measures sampling errors but does not measure any systematic biases in the data. Bias is the difference, averaged over all possible samples of the same size and design, between the estimate and the true value being estimated.

Nonsampling errors can be attributed to many sources: (1) inability to obtain information about all cases in the sample, (2) response errors, (3) definitional difficulties, (4) differences in the interpretation of questions, (5) mistakes in recording or coding the data obtained, and (6) other errors of collection, response, coverage, and estimation for missing data. These nonsampling errors also occur in complete censuses.

Although no direct measurement of the biases due to nonsampling errors has been obtained, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize their influence.

The major source of bias in the published estimates is due to imputing data for nonrespondents, for late reporters, and for data which failed edit. For all kinds of business combined, imputed revenue amounts to about 5 percent of the national revenue estimates.

Table A-1. **Communications Services (SIC 48) — Estimated Coefficients of Variation for Summary Statistics, by Kind of Business: 1992 and 1993**

Item	Communi- cations services (SIC 48)	Telephone communi- cations (SIC 481)	Radiotele- phone communi- cations (SIC 4812)	Telephone communi- cations, except radiotele- phone (SIC 4813)	Radio and television broad- casting (SIC 483)	Radio broad- casting (SIC 4832)	Television broad- casting (SIC 4833)	Cable and other pay television services (SIC 4841)	Telegraph and other communica- tions services, not elsewhere classified (SIC 4822 and 4899)
Total Revenue									
Dollar volume									
1993.....	0.7	0.9	4.4	0.9	1.7	2.9	2.0	2.5	6.0
1992.....	0.6	0.7	3.9	0.7	1.6	2.9	1.8	2.4	5.0
Year-to-year ratio 1993/1992...	0.5	0.6	3.3	0.6	0.7	1.7	0.8	1.0	3.0
Total Expenses									
Dollar volume									
1993.....	0.7	0.8	4.2	0.8	1.5	3.3	1.7	2.5	6.8
1992.....	0.7	0.8	4.1	0.8	1.4	2.9	1.6	2.7	5.7
Year-to-year ratio 1993/1992...	0.5	0.6	2.9	0.6	0.8	1.7	1.0	1.6	2.7
Annual Payroll									
Dollar volume									
1993.....	0.7	0.8	3.4	0.8	2.0	2.9	2.7	2.0	8.9
1992.....	0.6	0.6	3.4	0.6	1.9	2.6	2.5	2.3	6.0
Year-to-year ratio 1993/1992...	0.5	0.6	2.2	0.6	0.8	1.7	0.8	1.1	4.3
Employer Contributions to Social Security and Other Supplemental Benefits									
Dollar volume									
1993.....	0.8	0.9	(S)	1.0	2.2	3.6	2.7	2.9	7.6
1992.....	0.7	0.8	(S)	0.8	1.9	2.6	2.5	3.1	4.7
Year-to-year ratio 1993/1992...	0.3	0.6	(S)	0.3	0.8	1.8	0.8	0.7	4.1

S Data do not meet publication standards because of high sampling variability or poor response quality.

Note: Estimated coefficients of variation have not been computed for revised estimates prior to 1992 but approximate those previously published.

Table A-2. **Communications Services (SIC 48) — Estimated Coefficients of Variation for Corporate Operating Revenue, Expenses, and Annual Payroll for Taxable Firms, by Kind of Business: 1993**

SIC code	Kind of business	Total operating revenue (Dollar volume)	Percent of total revenue from corporations	Total operating expenses (Dollar volume)	Percent of total expenses from corporations	Annual payroll (Dollar volume)	Percent of annual payroll from corporations
48	Communications services	0.7	0.3	0.7	0.3	0.7	0.3
481	Telephone communications	0.9	0.1	0.8	0.1	0.8	0.2
4812	Radiotelephone communications	4.4	1.5	4.2	1.9	3.4	1.8
4813	Telephone communications, except radiotelephone	0.9	0.1	0.8	0.1	0.8	0.2
483	Radio and television broadcasting	1.7	1.0	1.6	1.0	2.1	1.1
4832	Radio broadcasting	3.0	1.9	3.4	2.2	3.0	1.6
4833	Television broadcasting	2.1	1.2	1.9	1.1	2.9	1.5
4841	Cable and other pay television services ..	2.5	2.1	2.5	2.1	2.0	1.7
4822 and 4899	Telegraph and other communications services, not elsewhere classified	6.0	1.7	6.8	1.9	8.9	1.3

Table A-3. **Telephone Communications (SIC 481) — Estimated Coefficients of Variation for Operating Revenue and Expenses: 1992 and 1993**

Item	Dollar volume		Year-to-year ratio 1993/1992
	1993	1992	
Operating Revenue			
Total	0.9	0.7	0.6
Local service	1.4	1.2	0.3
Long-distance service	1.0	1.2	1.3
Network access	1.2	1.1	0.2
Cellular and other radiotelephone	1.4	1.5	1.6
Directory advertising	0.4	0.3	0.2
Other operating revenue	1.0	1.2	1.0
Operating Expenses			
Total	0.8	0.8	0.6
Annual payroll	0.8	0.6	0.6
Employer contributions to Social Security and other supplemental benefits	0.9	0.8	0.3
Access charges	1.2	1.1	0.7
Depreciation	0.7	0.7	0.3
Lease and rental	0.5	0.6	0.5
Purchased repairs	1.8	2.6	1.2
Insurance	4.2	3.9	1.6
Telephone and other purchased communication services	3.2	2.8	2.1
Purchased utilities	0.8	2.2	2.2
Purchased advertising	0.6	0.8	0.6
Taxes	1.0	0.9	0.7
Other operating expenses	1.3	1.8	1.4

Note: Estimated coefficients of variation have not been computed for revised estimates prior to 1992 but approximate those previously published.

Table A-4. Telephone Communications, Except Radiotelephone (SIC 4813) — Estimated Coefficients of Variation for Operating Revenue and Expenses: 1992 and 1993

Item	Dollar volume		Year-to-year ratio 1993/1992
	1993	1992	
Operating Revenue			
Total	0.9	0.7	0.6
Local service	1.5	1.2	0.3
Long-distance service	1.0	1.2	1.3
Network access	1.2	1.1	0.2
Cellular and other radiotelephone	1.4	0.3	0.7
Directory advertising	0.4	0.3	0.2
Other operating revenue	0.9	1.2	1.0
Operating Expenses			
Total	0.8	0.8	0.6
Annual payroll	0.8	0.6	0.6
Employer contributions to Social Security and other supplemental benefits	1.0	0.8	0.3
Access charges	1.2	1.1	0.7
Depreciation	0.7	0.7	0.3
Lease and rental	0.5	0.6	0.5
Purchased repairs	1.8	2.6	1.2
Insurance	4.7	4.3	1.7
Telephone and other purchased communication services	3.3	3.0	1.1
Purchased utilities	0.8	2.3	2.3
Purchased advertising	0.6	0.6	0.3
Taxes	1.0	0.9	0.7
Other operating expenses	1.3	1.8	1.5

Note: Estimated coefficients of variation have not been computed for revised estimates prior to 1992 but approximate those previously published.

Table A-5. Telephone Communications, Except Radiotelephone (SIC 4813) — Estimated Coefficients of Variation for Components of Operating Revenue and Expenses: 1992 and 1993

Item	Dollar volume		Percent of total	
	1993	1992	1993	1992
Operating Revenue				
Total.....	0.9	0.7	(X)	(X)
Local service	1.5	1.2	0.7	0.8
Long-distance service	1.0	1.2	0.3	0.7
Network access.....	1.2	1.1	1.2	1.1
Cellular and other radiotelephone	1.4	0.3	0.5	0.6
Directory advertising.....	0.4	0.3	0.9	0.7
Other operating revenue	0.9	1.2	1.1	1.0
Operating Expenses				
Total.....	0.8	0.8	(X)	(X)
Annual payroll	0.8	0.6	0.4	0.6
Employer contributions to Social Security and other supplemental benefits	1.0	0.8	0.9	0.8
Plans required under Federal and State legislation	1.2	1.0	0.9	1.0
Other fringe benefit plans	0.9	0.8	0.9	0.7
Access charges.....	1.2	1.1	0.7	0.6
Depreciation.....	0.7	0.7	0.4	0.6
Buildings, offices, and structures.....	3.3	3.6	3.3	3.6
Communication systems	0.8	0.8	0.4	0.6
Vehicles, machinery and equipment, and other tangible assets	0.6	0.8	0.8	0.8
Lease and rental	0.5	0.6	0.7	0.7
Buildings, offices, and structures.....	0.6	0.7	0.6	0.6
Communication systems	1.0	1.4	1.2	1.7
Vehicles, and other machinery and equipment.....	0.6	1.1	0.5	1.0
Purchased repairs.....	1.8	2.6	1.7	2.4
Buildings, offices, and structures.....	1.7	1.7	1.7	1.6
Communication systems	2.6	3.9	2.4	3.6
Vehicles, and other machinery and equipment.....	1.6	1.5	1.7	1.5
Insurance	4.7	4.3	4.3	3.9
Telephone and other purchased communication services.....	3.3	3.0	3.1	3.0
Purchased utilities.....	0.8	2.3	0.9	2.4
Purchased advertising	0.6	0.6	0.9	0.9
Taxes.....	1.0	0.9	0.8	0.8
Other operating expenses.....	1.3	1.8	0.6	1.1

X Not applicable.

Note: Estimated coefficients of variation have not been computed for revised estimates prior to 1992 but approximate those previously published.

Table A-6. Telephone Communications, Except Radiotelephone (SIC 4813) — Estimated Coefficients of Variation for Local, Long-Distance, and Network Access Revenue, by Type of Customer and Service: 1992 and 1993

Item	Total dollar volume	Type of customer		Type of service	
		Residential	Nonresidential	Intrastate	Interstate
Local Service					
Dollar volume					
1993	1.5	0.5	2.9	1.4	6.3
1992	1.2	0.5	2.4	1.2	7.4
Year-to-year ratio 1993/1992.....	0.3	0.1	0.6	0.3	6.1
Long-Distance Service					
Dollar volume					
1993	1.0	0.5	1.8	1.5	0.8
1992	1.2	0.5	2.0	1.8	0.9
Year-to-year ratio 1993/1992.....	1.3	0.3	2.0	2.0	0.9
Network Access					
Dollar volume					
1993	1.2	3.3	0.9	2.3	0.9
1992	1.1	3.1	0.8	1.9	0.9
Year-to-year ratio 1993/1992.....	0.2	0.7	0.2	0.6	0.2

Note: Estimated coefficients of variation have not been computed for revised estimates prior to 1992 but approximate those previously published.

Table A-7. Telephone Communications (SIC 481) — Estimated Coefficients of Variation for Cellular and Other Radiotelephone Revenue, by Type of Service: 1993

Item	1993 (Dollar volume)
Cellular and other radiotelephone revenue.....	1.4
Type of Service	
Air time.....	2.1
Basic service.....	1.3
Long-distance service.....	8.7
Roaming charges.....	1.9
Other services.....	2.4

Table A-8. Broadcasting Services (SIC 483) — Estimated Coefficients of Variation for Revenue and Expenses for Taxable and Tax-Exempt Firms, by Kind of Business: 1992 and 1993

Item	Total broadcasting			Radio (SIC 4832)			Television (SIC 4833)		
	Dollar volume		Year-to-year ratio 1993/1992	Dollar volume		Year-to-year ratio 1993/1992	Dollar volume		Year-to-year ratio 1993/1992
	1993	1992		1993	1992		1993	1992	
Total revenue	1.7	1.6	0.7	2.9	2.9	1.7	2.0	1.8	0.8
Operating Expenses									
Total	1.5	1.4	0.8	3.3	2.9	1.7	1.7	1.6	1.0
Annual payroll	2.0	1.9	0.8	2.9	2.6	1.7	2.7	2.5	0.8
Employer contributions to Social Security and other supplemental benefits	2.2	1.9	0.8	3.6	2.6	1.8	2.7	2.5	0.8
Broadcast rights	1.2	1.0	0.5	8.4	6.6	4.3	1.2	1.0	0.5
Music license fees	2.3	2.1	1.2	3.6	3.7	2.1	3.0	2.4	1.5
Depreciation	2.6	3.4	1.6	5.0	4.4	2.6	3.0	4.6	2.1
Lease and rental	2.2	1.6	1.6	4.3	3.5	3.0	2.0	1.3	1.6
Purchased repairs	2.6	2.2	1.3	4.9	4.3	2.7	3.0	2.5	1.3
Insurance	2.8	2.9	1.2	3.7	3.9	2.6	3.9	4.1	1.0
Telephone and other purchased communication services	2.3	2.1	1.2	4.0	3.6	1.9	2.6	2.3	1.4
Purchased utilities	2.7	2.9	1.2	4.0	4.5	2.7	3.6	3.9	1.2
Purchased advertising	2.1	2.0	0.8	4.8	4.5	1.6	1.7	1.5	0.8
Taxes	2.8	2.9	2.3	5.6	4.1	4.9	3.0	3.9	2.0
Other operating expenses	2.1	2.6	2.4	4.0	3.6	2.3	2.4	3.4	3.4

Note: Estimated coefficients of variation have not been computed for revised estimates prior to 1992 but approximate those previously published.

Table A-9. Broadcasting Services (SIC 483) — Estimated Coefficients of Variation for Operating Revenue and Expenses for Taxable Firms, by Kind of Business: 1992 and 1993

Item	Total broadcasting			Radio (SIC 4832)			Television (SIC 4833)		
	Dollar volume		Year-to-year ratio 1993/1992	Dollar volume		Year-to-year ratio 1993/1992	Dollar volume		Year-to-year ratio 1993/1992
	1993	1992		1993	1992		1993	1992	
Operating Revenue									
Total	1.7	1.6	0.8	3.0	2.8	1.7	2.1	1.9	0.9
Station time sales	2.5	2.3	1.2	3.1	3.0	1.9	3.5	3.2	1.5
Network compensation	7.0	5.3	3.1	4.4	6.8	4.8	8.7	6.5	3.6
National/regional advertising	2.8	2.5	1.2	4.2	3.5	2.4	3.3	3.0	1.4
Local advertising	2.5	2.4	1.2	3.1	3.2	2.0	3.7	3.4	1.5
Network time sales	0.0	0.0	0.0	0.8	1.0	0.2	0.0	0.0	0.0
Other operating revenue	4.9	4.8	2.9	9.1	7.9	6.8	5.8	5.8	3.2
Operating Expenses									
Total	1.6	1.5	0.9	3.4	2.9	1.8	1.9	1.7	1.0
Annual payroll	2.1	1.9	0.9	3.0	2.6	1.8	2.9	2.6	0.9
Employer contributions to Social Security and other supplemental benefits	2.3	2.0	0.8	3.7	2.6	1.8	2.8	2.7	0.8
Broadcast rights	1.3	1.1	0.6	8.6	6.5	4.5	1.3	1.1	0.6
Music license fees	2.3	2.1	1.2	3.6	3.6	2.1	3.0	2.4	1.5
Depreciation	2.8	3.5	1.7	5.1	4.5	2.7	3.3	4.9	2.1
Lease and rental	2.4	1.7	1.7	4.7	3.7	3.1	2.1	1.3	1.7
Purchased repairs	2.6	2.3	1.3	5.0	4.3	2.9	3.0	2.6	1.3
Insurance	2.9	3.0	1.3	3.7	3.8	2.7	4.3	4.4	1.2
Telephone and other purchased communication services	2.5	2.2	1.3	4.0	3.7	2.0	2.8	2.4	1.5
Purchased utilities	2.7	3.0	1.4	3.9	4.3	2.9	3.7	4.0	1.3
Purchased advertising	2.1	2.0	0.9	4.8	4.4	1.7	1.8	1.6	0.9
Taxes	2.9	3.0	2.3	5.7	4.1	4.9	3.1	4.0	2.0
Other operating expenses	2.3	2.7	2.6	4.2	3.6	2.4	2.6	3.7	3.7

Note: Estimated coefficients of variation have not been computed for revised estimates prior to 1992 but approximate those previously published.

Table A-10. **Radio Broadcasting (SIC 4832) — Estimated Coefficients of Variation for Components of Operating Revenue and Expenses for Taxable Firms: 1992 and 1993**

Item	Dollar volume		Percent of total	
	1993	1992	1993	1992
Operating Revenue				
Total.....	3.0	2.8	(X)	(X)
Station time sales.....	3.1	3.0	0.3	0.3
Network compensation.....	4.4	6.8	4.2	7.0
National/regional advertising.....	4.2	3.5	2.4	2.3
Local advertising.....	3.1	3.2	0.8	0.9
Network time sales.....	0.8	1.0	3.4	3.1
Other operating revenue.....	9.1	7.9	8.3	7.7
Operating Expenses				
Total.....	3.4	2.9	(X)	(X)
Annual payroll.....	3.0	2.6	0.9	1.0
Employer contributions to Social Security and other supplemental benefits.....	3.7	2.6	2.4	1.7
Broadcast rights.....	8.6	6.5	7.4	5.3
Music license fees.....	3.6	3.6	2.1	2.0
Depreciation.....	5.1	4.5	3.0	2.6
Buildings, offices, and structures.....	7.3	4.9	6.9	4.7
Transmission systems.....	7.8	6.1	6.0	4.5
Vehicles, machinery and equipment, and other tangible assets.....	6.2	6.4	4.9	4.9
Lease and rental.....	4.7	3.7	3.9	2.6
Buildings, offices, and structures.....	3.6	3.7	2.9	3.0
Transmission systems.....	12.8	10.9	12.0	10.2
Vehicles, and other machinery and equipment.....	4.3	4.4	5.0	4.3
Purchased repairs.....	5.0	4.3	4.5	4.0
Buildings, offices, and structures.....	6.9	6.5	7.0	5.6
Transmission systems.....	8.0	5.1	6.9	5.0
Vehicles, and other machinery and equipment.....	5.0	4.5	5.6	5.0
Insurance.....	3.7	3.8	2.9	2.3
Telephone and other purchased communication services.....	4.0	3.7	1.9	2.3
Purchased utilities.....	3.9	4.3	2.7	2.8
Purchased advertising.....	4.8	4.4	3.3	2.3
Taxes.....	5.7	4.1	4.7	3.3
Other operating expenses.....	4.2	3.6	1.4	1.7

X Not applicable.

Note: Estimated coefficients of variation have not been computed for revised estimates prior to 1992 but approximate those previously published.

Table A-11. **Television Broadcasting (SIC 4833) — Estimated Coefficients of Variation for Components of Operating Revenue and Expenses for Taxable Firms: 1992 and 1993**

Item	Dollar volume		Percent of total	
	1993	1992	1993	1992
Operating Revenue				
Total.....	2.1	1.9	(X)	(X)
Station time sales.....	3.5	3.2	1.5	1.3
Network compensation.....	8.7	6.5	7.2	5.2
National/regional advertising.....	3.3	3.0	1.4	1.3
Local advertising.....	3.7	3.4	1.7	1.7
Network time sales.....	0.0	0.0	2.1	1.9
Other operating revenue.....	5.8	5.8	6.1	5.7
Operating Expenses				
Total.....	1.9	1.7	(X)	(X)
Annual payroll.....	2.9	2.6	1.3	1.3
Employer contributions to Social Security and other supplemental benefits.....	2.8	2.7	1.8	1.8
Broadcast rights.....	1.3	1.1	1.3	1.3
Music license fees.....	3.0	2.4	1.8	1.1
Depreciation.....	3.3	4.9	1.7	3.5
Buildings, offices, and structures.....	4.6	6.5	4.3	6.0
Transmission systems.....	2.7	3.0	2.2	2.3
Vehicles, machinery and equipment, and other tangible assets.....	5.7	9.7	4.1	8.6
Lease and rental.....	2.1	1.3	1.3	1.5
Buildings, offices, and structures.....	4.2	2.5	2.8	2.3
Transmission systems.....	3.7	3.8	4.4	4.0
Vehicles, and other machinery and equipment.....	1.8	1.6	2.7	2.4
Purchased repairs.....	3.0	2.6	1.9	2.0
Buildings, offices, and structures.....	2.4	2.6	2.0	2.0
Transmission systems.....	6.3	5.1	5.1	4.5
Vehicles, and other machinery and equipment.....	3.4	3.2	2.7	3.0
Insurance.....	4.3	4.4	2.8	3.1
Telephone and other purchased communication services.....	2.8	2.4	1.6	1.3
Purchased utilities.....	3.7	4.0	2.1	2.9
Purchased advertising.....	1.8	1.6	1.2	1.5
Taxes.....	3.1	4.0	1.8	3.0
Other operating expenses.....	2.6	3.7	1.2	2.9

X Not applicable.

Note: Estimated coefficients of variation have not been computed for revised estimates prior to 1992 but approximate those previously published.

Table A-12. Broadcasting Services (SIC 483) — Estimated Coefficients of Variation for Revenue and Expenses for Tax-Exempt Firms, by Kind of Business: 1992 and 1993

Item	Total broadcasting			Radio (SIC 4832)			Television (SIC 4833)		
	Dollar volume		Year-to-year ratio 1993/1992	Dollar volume		Year-to-year ratio 1993/1992	Dollar volume		Year-to-year ratio 1993/1992
	1993	1992		1993	1992		1993	1992	
Total revenue.....	1.8	1.8	0.5	9.4	9.9	1.5	1.4	1.4	0.6
Operating Expenses									
Total	1.7	1.7	0.5	9.3	10.0	1.8	1.3	1.1	0.5
Annual payroll	2.8	2.7	0.8	8.6	9.2	1.7	2.3	1.9	0.9
Employer contributions to Social Security and other supplemental benefits	3.1	2.7	2.4	8.1	9.3	5.9	2.9	1.7	2.4
Broadcast rights	0.7	0.7	0.4	11.6	18.5	10.7	0.7	0.7	0.4
Music license fees	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Depreciation	3.6	3.9	1.4	10.0	11.7	5.0	3.7	4.0	1.3
Lease and rental	3.8	3.6	1.5	8.9	8.1	2.4	3.6	3.4	1.9
Purchased repairs	4.6	5.0	3.9	9.1	11.5	5.9	5.4	5.2	4.8
Insurance	3.9	3.8	2.1	12.2	12.3	7.0	3.2	3.5	1.8
Telephone and other purchased communication services	3.6	2.7	1.6	10.4	7.1	4.0	2.0	2.1	1.5
Purchased utilities	4.8	5.0	1.3	10.5	10.4	3.6	5.3	5.7	1.2
Purchased advertising	3.0	3.6	1.8	(S)	(S)	(S)	1.5	1.7	0.5
Taxes	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Other operating expenses	2.9	3.1	1.3	13.6	14.0	2.7	1.8	1.9	1.5

S Data do not meet publication standards because of high sampling variability or poor response quality.

Note: Estimated coefficients of variation have not been computed for revised estimates prior to 1992 but approximate those previously published.

Table A-13. Cable and Other Pay Television Services (SIC 4841) — Estimated Coefficients of Variation for Components of Operating Revenue and Expenses for Taxable Firms: 1992 and 1993

Item	Dollar volume		Year-to-year ratio 1993/1992	Percent of total	
	1993	1992		1993	1992
Operating Revenue					
Total	2.5	2.4	1.0	(X)	(X)
Cable and other pay television revenue.....	2.5	2.3	1.0	(X)	(X)
Advertising	6.1	5.8	0.8	4.9	4.8
Program revenue	7.3	5.5	2.8	6.6	4.9
Basic service	2.3	2.4	1.0	2.1	1.9
Pay-per-view and other premium service revenue....	8.1	6.6	2.4	7.0	5.5
Installation fees.....	2.8	2.9	2.0	3.2	3.0
Other cable revenue	2.4	2.6	2.3	2.6	2.2
Operating Expenses					
Total	2.5	2.7	1.6	(X)	(X)
Annual payroll	2.0	2.3	1.1	1.2	1.2
Employer contributions to Social Security and other supplemental benefits	2.9	3.1	0.7	1.9	2.5
Plans required under Federal and State legislation...	2.4	2.4	0.9	1.5	2.0
Other fringe benefit plans	3.4	3.7	1.0	2.4	3.1
Program and production costs	3.9	4.2	3.2	2.3	2.6
Depreciation	2.4	4.1	2.7	2.0	3.1
Buildings, offices, and structures.....	(S)	(S)	(S)	(S)	(S)
Transmission systems	3.1	4.8	3.5	2.4	3.6
Vehicles, machinery and equipment, and other tangible assets	2.4	3.2	2.4	3.2	2.9
Lease and rental	3.0	2.9	1.2	1.7	2.4
Buildings, offices, and structures.....	4.0	3.4	2.5	3.0	2.6
Transmission systems	3.5	3.6	2.1	2.4	3.4
Vehicles, and other machinery and equipment.....	4.3	2.7	2.1	3.7	3.1
Purchased repairs	3.6	3.8	2.0	3.7	4.0
Buildings, offices, and structures.....	3.5	4.8	3.4	2.5	4.1
Transmission systems	5.1	4.9	2.3	5.2	5.4
Vehicles, and other machinery and equipment.....	3.3	3.9	2.1	3.6	3.4
Insurance	3.0	3.7	2.7	2.4	2.9
Telephone and other purchased communication services	4.3	4.2	2.6	2.9	3.3
Purchased utilities	2.4	2.5	1.5	2.2	2.1
Purchased advertising	2.8	3.2	1.5	1.9	2.6
Taxes	3.8	4.6	3.3	3.8	4.0
Other operating expenses	3.7	3.8	2.3	2.2	2.4

S Data do not meet publication standards because of high sampling variability or poor response quality.

X Not applicable.

Note: Estimated coefficients of variation have not been computed for revised estimates prior to 1992 but approximate those previously published.

Appendix B. Explanatory Material

DEFINITION OF TERMS

Firm. A firm is a business entity consisting of one or more domestic establishments/locations under common ownership or control.

Federal income tax status. Firms that indicate all or part of their income are exempt from Federal income tax under provision of Section 501 or 521 of the Internal Revenue Service and are classified as tax exempt. Firms indicating no such exemption are classified as taxable. For firms that do not respond, the tax status classification is based upon administrative records.

Revenue

Operating Revenue. Billings for services rendered and any sales of merchandise during the survey year, even though payments may be received at a later date. Excludes income from interest, investments, gifts, loans, contributions or grants; the sale of securities, real estate, etc.; sales taxes or other taxes collected from customers and remitted directly by the firm to a local, State, or Federal tax agency; revenue from the sale of merchandise and equipment from retail establishments; and revenue from a domestic parent organization, or from franchise locations owned by others and any franchise or license fees.

Total Revenue. For tax-exempt firms, it includes all government subsidies used to offset operating or capital deficits, private gifts, loans, contributions or grants, and all other non-operating receipts such as income from investments, the sale of securities, and real estate. Total revenue also includes any operating revenue incurred by the tax-exempt firm.

Telephone Services

Local service revenue. Revenue from services provided within the basic service area. This includes extended area revenue; local private line revenue; customer premises revenue; revenue from public telephone services provided within the basic service area; and other local exchange revenue, such as directory assistance, touch-tone line services, call forwarding, and call waiting. Excludes cellular and other mobile services revenue.

Long-distance service revenue. Revenue for providing message services that terminate beyond the basic service area. This includes message services that utilize the public long-distance switching network and the basic subscriber access line, and operator assistance or special billings directly related to these calls; and revenue received from international calls originating in the U.S., including that portion paid to foreign companies for access to their networks.

Network access revenue. Revenue for providing exchange access services to an interexchange carrier or to an end-user of telecommunications services beyond the exchange carrier's network and access revenue for calls originating in foreign countries.

Cellular and other radiotelephone revenue. Revenue from cellular and general radio telecommunications, including radio paging, mobile dispatching, and signalling services.

Directory advertising revenue. Revenue from alphabetical and classified sections of directories, including amounts charged for additional and bold face listings, marginal displays, inserts and other advertisements.

Other operating revenue. Includes revenue from the sale or lease of communication equipment (the fair sales value of merchandise marketed under capital, finance, or "full payout" leases); revenue from the rental of telecommunications plant or equipment furnished apart from services rendered; operating and maintenance activities provided for others; special billing arrangements for customers; billing and collection services provided to other telecommunications firms; directory revenue from other than advertising services; installation fees; and services such as general accounting, financial, legal, etc. provided to firms under a license, general contract, or other agreement, as well as the sale of merchandise and equipment. Excludes the sale of merchandise and equipment from retail establishments, sales or other taxes collected from customers and paid directly to a taxing authority, and nonoperating revenue such as the sale of investments, securities, real estate, etc.

Radio and Television Broadcasting

Network compensation. Revenue from the sale of station time to networks. Excludes compensation paid to stations owned by the network.

National/regional advertising revenue. Revenue from the sale of station time to national and regional advertisers or sponsors. This includes trade-outs and barter, and political advertising revenue. Commissions paid to agency representatives and brokers are excluded.

Local advertising revenue. Revenue from the sale of station time to local advertisers or sponsors. This includes trade-outs and barter, and political advertising revenue. Commissions paid to agency representatives and brokers are excluded.

Advertising revenue (networks only). Network revenue from advertising sales. Commissions paid to agency representatives and brokers are excluded.

Other operating revenue. Includes revenue from the use of talent services and technical facilities; management fees; and revenue from the production and/or distribution of programs, except when the production/distribution is provided by separate establishments of the company. Also includes satellite truck rental revenue. Excludes tower rental revenue.

Cable Television and Other Services

Advertising revenue. Revenue from the sale of time to national, regional, and local advertisers or sponsors, classified channels, and program guides and other printed material. Commissions paid to agency representatives and brokers are excluded.

Program revenue. Revenue received from system operators and other customers for programming services.

Basic revenue. Subscription fees received from residential and commercial customers for basic services.

Pay-per-view and other premium service revenue. Revenue from pay-per-view and other premium services, such as movie channels.

Installation fees. Revenue from the installation of basic, pay-per-view, and other premium services. Includes all reconnect fees.

Other cable and pay TV revenue. Revenue from all other cable and pay television services, such as service charges, rental or lease of channel capacity, etc. Includes system operator's revenue from shop-at-home programs.

Telegraph and other message communication revenue. Revenue from telegraph and other message communications, such as electronic mail, facsimile transmissions, telegram and telex, and paging services.

Other communication services revenue. Revenue from all other point-to-point communication services, including satellite communications and radar station operations.

Operating Expenses

Costs incurred during the survey year even though payment may be made at a later date. Excludes interest on loans and sales taxes and other taxes collected from customers and paid directly to a taxing authority.

Annual payroll. All salaries, wages, commissions, bonuses, and allowances for vacation, holiday, and sick leave paid to employees during the survey year. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include payments to proprietors or partners. Annual payroll is reported before employee deductions for Social Security, withholding taxes, insurance, union dues, etc.

Employer contributions for employee benefit plans

Plans required under Federal and State legislation. The employer's cost for all legally required programs, such as Social Security, and Medicare (FICA), worker's compensation insurance, unemployment tax, State disability insurance programs, etc.

Other fringe benefit plans. The employer's cost for programs not required by law such as pension plans, stock purchase plans, union-negotiated benefits, life insurance benefits, insurance premiums for hospital and medical plans, etc.

Access charges (telephone firms only). Payments to local exchange carriers for access to their networks. Includes fees for leased facilities, interconnection fees for cellular phone services, and access charges paid to foreign companies for international calls originating in the United States.

Broadcast rights (radio and television broadcasting firms only). The cost of broadcast rights to feature films, syndicated programming, sport events, etc.

Music license fees (radio and television broadcasting firms only). The cost of music license fees payable to music licensing organizations.

Network compensation fees (radio and television networks only). The cost of programming time purchased from affiliated and independent stations. Excludes the cost of programming time purchased from stations owned by the network.

Program and production costs (cable television firms only). The costs for providing basic cable services, pay or premium television services, original programs produced or developed in-house, talent fees, music license fees, the value of bartered programming, and all other costs of programming and production.

Depreciation. Depreciation charges on assets owned by the company. Includes depreciation on assets rented or leased to others by the company under an operating lease agreement. Also includes depreciation against assets owned by the company within leaseholds and assets obtained through capital lease agreements. Excludes depreciation on intangible assets and assets leased to others by the company under a capital lease agreement. These charges are not adjusted for the value of depreciable assets sold or traded for replacement purposes.

Buildings, offices, and structures. Depreciation charges on buildings, offices, and structures owned by the company (except those included as part of communication or transmission systems defined below).

Communication systems (telephone firms only). Depreciation charges on communication systems, including digital and/or microwave switching equipment, satellite transmission, radio systems, terminal equipment, poles, cable, etc.

Transmission systems (except telephone firms). Depreciation charges on transmission systems, including towers, antennas, cables, wires, transmitters, transmission lines, converters, tap offs, power supplies, microwave equipment, master control equipment, and other transmitting equipment.

Vehicles, machinery and equipment, and other tangible assets. Depreciation charges on vehicles, machinery and equipment, and other tangible assets.

Lease and rental. Payments made to other companies for the rental and leasing of assets owned by them. Excludes payments to a parent company or organization or any of its subsidiaries, and installment payments for assets obtained through capital lease agreements.

Buildings, offices, and structures. Payments made to other companies for the rental or leasing of buildings, offices, and structures (except those included as part of communication or transmission systems defined below).

Communication systems (telephone firms only). Payments made to other companies for the rental or leasing of communication systems including switching equipment, radio systems, terminal equipment, poles, cable, etc.

Transmission systems (except telephone firms). Payments made to other companies for the rental or leasing of transmission systems, including towers, antennas, cables,

wires, transmitters, transmission lines, converters, tap offs, power supplies, microwave equipment, master control equipment, and other transmitting equipment.

Vehicles, machinery and equipment. Payments made to other companies for the rental or leasing of vehicles and other machinery and equipment.

Purchased repairs. Payments made to other companies for repairs. Excludes repair costs included as part of a lease or rental agreement, improvements for which depreciation accounts are maintained, and repairs performed by employees of the company or its subsidiaries.

Buildings, offices, and structures. Payments made to other companies for repairs (including charges for parts and labor) to buildings, offices, and structures (except those included as part of communication or transmission systems defined below).

Communication systems (telephone firms only). Payments made to other companies for the repair of communication systems, including switching equipment, radio systems, terminal equipment, poles, cables, etc.

Transmission systems (except telephone firms). Payments made to other companies for the repair of transmission systems, including towers, antennas, cables, wires, transmitters, transmission lines, converters, tap offs, power supplies, microwave equipment, master control equipment, and other transmitting equipment.

Vehicles, machinery and equipment. Payments made to other companies for the repair of vehicles and other machinery and equipment.

Insurance. The cost of all commercial insurance used to protect the company against losses or damages to buildings, structures, and machinery and equipment caused by fire, flood, wind, boiler explosion, or any other cause. Also includes premiums on fidelity bonds of employees, insurance to protect against liability for deaths or injuries of persons, and damages to property of others. Excludes cost of premiums for worker's compensation.

Telephone and other purchased communication services. The cost of nonrevenue-generating purchased communication services such as telephone, telex, telegraph, teletype, etc.

Purchased utilities. The cost of purchased utilities, including electricity; fuels consumed for heat, power or generating electricity; water; sewer; and refuse removal. Excludes payments for these utility services if included as part of a lease or rental agreement.

Purchased advertising. The cost of purchased advertising including payments to other firms for printing, media, and other services and materials used for advertising.

Taxes and licenses. The cost of taxes, including real estate and personal property taxes (such as taxes on motor vehicles, machinery, equipment, and inventories), and special assessments, including FCC license fees. Excludes income, sales, payroll, excise taxes, and other taxes collected from customers and paid to local, State, or Federal government agencies.

Other operating expenses. All other operating expenses not reported above, including billing services; news gathering services; rating services; travel expenses; dues and subscriptions; accounting and legal fees; office supplies; and data processing expenses, including the cost of computer software purchased under licensing agreements. Excludes interest on loans, income taxes, and local sales and excise taxes.

SAMPLE DESIGN

The Annual Survey of Communication Services is based on a probability sample, selected from employers contained on the Census Bureau's Standard Statistical Establishment List (SSEL). The SSEL includes all employer businesses that make Social Security payments for employees under the Federal Insurance Contribution Act (FICA). The sample is updated quarterly to account for new employer businesses (births) and employers which go out of business (deaths). The sample was originally drawn from establishments on the SSEL as of December 31, 1989. The SSEL consisted of two lists. One list was composed of all Employer Identification Numbers (EIN's) for businesses with reported payroll for at least one quarter of 1989. The EIN is the primary taxpayer identifier used by employer business firms. The second list consisted of all establishments of known multiestablishment companies as of December 31, 1989. These lists contained information on sales or receipts, payroll, employment, name and address, kind-of-business classification, etc.

Before the sampling frame was available, a study was made using files from the 1989 SSEL. This study determined the stratification of the sampling units based on payroll and kind of business, and the optimal allocation of the sample necessary to meet specified sampling variability objectives for revenue of different kind-of-business groups. The primary stratum boundary determined in the study was the certainty cutoff to be used for each kind of business. The cutoff was particularly important since it often determined the type of sampling unit.

The sampling units consist of both companies and EIN's. If a company had total revenue (estimated from payroll) above the corresponding cutoff for its major kind of business, or total revenue for any minor kind of business above the corresponding cutoff for the minor kind of business, the company was selected into the sample with certainty. The company, which might consist of many EIN's, was then the sampling unit; therefore, any new establishments that the company might acquire, even if under new or different EIN's, were in the sample with certainty. The EIN was the sampling unit for all single-establishment companies, whether or not selected with certainty. All multiestablishment companies not selected with certainty were treated on an EIN basis; that is, the EIN was the sampling unit.

To be eligible for the initial sampling, an EIN had to be active (i.e., had payroll in 1989 and was on the latest available Internal Revenue Service (IRS) active mailing list for FICA taxpayers). The EIN's were then stratified according to their major kind of business and their estimated revenue. Within each stratum, a simple random sample of EIN's was selected. The sampling rates for these strata varied between 1 in 3 and 1 in 379.

For all EIN "births" after the initial selection, a two-phase selection procedure is used. EIN births are new EIN's recently assigned by the IRS and on the latest available IRS mailing list for FICA taxpayers. In the first phase, births are arranged by kind of business and size (expected employment or quarterly payroll). A relatively large sample is then drawn and canvassed in order to obtain a more reliable measure of size (revenue of two recent months) and to correct or obtain a more detailed kind-of-business code, if needed.

Using this more reliable information, the births selected in phase one are subjected to probability proportional-to-size sampling with overall probabilities equivalent to those used in drawing the initial sample from the 1989 SSEL. Because of the lag in identifying births and the time needed to accomplish the two-phase birth selection procedures, births are actually added to the sample on an average of 9 to 12 months after they begin operation. The birth selection procedure is carried out quarterly.

The EIN births that are selected in the quarterly birth selection procedure in early November of the annual survey year are included in the main mailing of the annual survey questionnaires early the following year.

To account for all EIN births in the annual survey year, we mail EIN births selected in subsequent quarterly birth selection procedures in June and August to supplement the main survey mailing.

Selected EIN's that were reactivated in the quarterly processing, were not included in the main mailing, and had payroll in the annual survey year are treated in a similar manner to the EIN births.

To be eligible for the sample canvass and tabulation, a business must meet both of the following requirements:

- a. It must be on the latest available IRS mailing list for FICA taxpayers from the previous quarter.
- b. It must have been selected from either the SSEL or the file of employer births.

In the case of businesses that were selected into the sample with certainty, the first requirement is changed. These sampling units are not dropped from canvass and

tabulation if they are no longer on the IRS mailing list. Rather, these businesses are contacted, and if there are successor businesses, they are added to the survey.

ESTIMATION

Annual estimates of revenue and expenses from the Annual Survey of Communication Services are based upon the summation of weighted data reported by the sampling units in the survey. The assigned weights of the sampling units are the reciprocal of the probability of selection (or, equivalently, the inverse of the sampling rate).

Appendix C. Kind-of-Business Classification

The communication industries included in the report are classified in accordance with the 1987 edition of the *Standard Industrial Classification Manual*, issued by the Office of Management and Budget for purposes of providing a standard for the classification and presentation of data by all Federal agencies. Each establishment, firm, and organizations owned and operated by Federal, State, or organization is classified according to the major service (determined by the volume of revenue) it provides. Establishments, firms, and organizations owned and operated by Federal, State, or local governments are excluded. A description of each kind-of-business classification presented in this report follows.

COMMUNICATIONS SERVICES (SIC MAJOR GROUP 48)

Establishments furnishing point-to-point communication services, whether intended to be received aurally or visually; and radio and television broadcasting. Establishments engaged in providing paging and beeper services and those leasing telephone lines or other methods of telephone transmission, such as optical fiber lines and microwave or satellite facilities, and reselling the use of such methods to others. Excludes establishments primarily engaged in furnishing telephone answering services.

Radiotelephone Communications (SIC 4812)

Establishments primarily engaged in providing two-way radiotelephone communication services, such as cellular telephone services. Also includes telephone paging and beeper service and those engaged in leasing telephone lines or other methods of telephone transmission, such as microwave or satellite facilities and fiber optic lines, and reselling the use of such methods to others. Excludes establishments primarily engaged in furnishing telephone answering services.

Telephone Communications, Except Radiotelephone (SIC 4813)

Establishments primarily engaged in furnishing telephone voice and data communications, except radiotelephone and telephone answering services. Also includes establishments engaged in leasing telephone lines or other methods of telephone transmission, such as microwave or satellite facilities and fiber optic lines, and reselling

the use of such methods to others. Excludes establishments primarily engaged in furnishing radiotelephone communications and those furnishing telephone answering services.

Telegraph and Other Message Communications (SIC 4822)

Establishments primarily engaged in furnishing telegraph and other nonvocal message communications services, such as cablegram, electronic mail, and facsimile transmission services.

Radio Broadcasting Stations (SIC 4832)

Establishments primarily engaged in broadcasting aural programs by radio to the public. Included in this industry are commercial, religious, educational, and other radio stations as well as establishments engaged in radio broadcasting and the production of radio program materials. Excludes separate establishments primarily engaged in producing radio program materials.

Television Broadcasting Stations (SIC 4833)

Establishments primarily engaged in broadcasting visual programs by television to the public except cable and other pay television services. Included in this industry are commercial, religious, educational, and other television stations as well as establishments engaged in television broadcasting and the production of taped television program materials. Excludes separate establishments primarily engaged in furnishing cable and other pay television services or producing taped television program materials.

Cable and Other Pay Television Services (SIC 4841)

Establishments primarily engaged in the dissemination of visual and textual television programs on a subscription or fee basis. Included in this industry are establishments which primarily engage in cablecasting and which also produce taped program materials. Excludes separate establishments primarily engaged in producing taped television or motion picture program materials.

Communications Services, Not Elsewhere Classified (SIC 4899)

Establishments primarily engaged in furnishing communications services, not elsewhere classified. Excludes establishments primarily engaged in providing online information retrieval services on a contract or fee basis.

Appendix D. Report Forms

B-516

OMB No. 0607-0706: Approval Expires 12/31/96

FORM **B-516**
(12-9-93)U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS**1993 ANNUAL
SURVEY OF
COMMUNICATION
SERVICES
TELEPHONE**

Public reporting burden for this collection of information is estimated to average 8 hours per response, including the time for assembling data from existing records and completing the form. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Associate Director for Administration, Paperwork Reduction Project 0607-0706, Room 3104, FB 3, Bureau of the Census, Washington, DC 20233-0001; and to the Office of Management and Budget, Paperwork Reduction Project 0607-0706, Washington, DC 20503.
PLEASE INCLUDE FORM NAME AND NUMBER IN ALL CORRESPONDENCE.

In correspondence pertaining to this report, please refer to the IDENTIFICATION NUMBER shown below.

CENSUS USE

1. 2.

PENALTY FOR FAILURE TO REPORT
DUE DATE: 30 Days after receipt of form

NOTICE — Response to this inquiry is required by law (title 13, U.S. Code). By the same law, your report to the Census Bureau is **confidential**. It may be seen only by sworn Census employees and may be used only for statistical purposes. The law also provides that copies retained in your files are immune from legal process.

**RETURN
TO**

BUREAU OF THE CENSUS
1201 East 10th Street
Jeffersonville, IN 47132-0001

Any questions call: 1-800-253-1882

(Please correct any error in name, address, and ZIP Code)

**BEFORE
COMPLETING
YOUR REPORT**

Read ALL instructions carefully, including the survey coverage below. Instructions accompanying each item number are abbreviated. For complete details, see the "COVERAGE AND REPORTING INSTRUCTIONS" SHEET ON THE THIRD PANEL OF THE FORM. If book figures are not available, carefully prepared estimates are acceptable.

SURVEY COVERAGE

This report covers regulated and nonregulated **domestic** locations operated by your company and its subsidiaries primarily engaged in providing telephone communication services (including local, long-distance, alternate access, cellular, beeper, and paging services) as listed on the attached "Coverage and Reporting Instructions" sheet.

If your activities do not appear to be covered by this survey, please describe your kind of business in the "Remarks" section on page 4 of this form.

Item 1 NUMBER OF LOCATIONS**Key
code****1993 Number**

Enter the total number of telephone communication locations operated by this company as of December 31, 1993. A location is defined as an establishment with paid company personnel.

601**Item 2 ORGANIZATIONAL STATUS — Mark (X) the ONE box which best describes this company during 1993.**0 ☐ Corporation5 ☐ Governmental — Specify ☒9 ☐ Other — Specify ☒1 ☐ Individual proprietorship2 ☐ Partnership**CONTINUE WITH ITEM 3 ON PAGE 2**

Item 3 OPERATING REVENUE		Estimates are acceptable if book figures are not available.		1993			
		Key code	Bil.	Mil.	Thou.	Dol.	
See the attached "Coverage and Reporting Instructions" sheet before completing this section.							
Enter "0" in items where applicable. Do not combine data for two or more detail lines.							
Line a — Report cellular and other mobile services revenue in line d.							
Line d — Report installation fees and the sale of equipment in line f.							
Line e — Report other directory revenue (i.e., revenue from the sale of directories, charges for unlisted telephone numbers, etc.) in line f.							
Line f — Exclude the sale of merchandise and equipment from retail locations. Also exclude sales or other taxes collected from customers and paid directly to a taxing authority, and nonoperating revenue such as income from investments, the sale of securities, real estate, etc.							
NOTE — If the amount reported on this line is greater than 50 percent of the total operating revenue reported in line g, indicate the source of this revenue in the "Remarks" section on page 4 of this form.							
		a. Local service revenue	602				
		b. Long-distance service revenue	603				
		c. Network access revenue	604				
		d. Cellular and other radiotelephone revenue	605				
		e. Directory advertising revenue	606				
		f. Other operating revenue	607				
		g. TOTAL OPERATING REVENUE	608				

Item 4 ANALYSIS OF REVENUE		1993 PERCENT						
		Key code	Percentage of local service revenue	Key code	Percentage of long-distance service revenue	Key code	Percentage of network access revenue	
See the attached "Coverage and Reporting Instructions" sheet before completing this section.								
Enter "0" in items where applicable. Do not combine data for two or more detail lines.								
NOTE — Do not report percentages as fractions. Round to the nearest whole percent.								
Line a — Report in lines a(1) and a(2) the percentage of local service, long-distance service, and network access revenue (reported in items 3a, 3b, and 3c respectively) by type of customer.								
NOTE — The sum of lines a(1) and a(2) should equal 100 percent.								
		a. Type of customer						
		(1) Residential customers	609	%	611	%	613	%
		(2) Other customers	610	%	612	%	614	%
		TOTAL	100%		100%		100%	
Line b — Report in lines b(1) and b(2) the percentage of local service, long-distance service, and network access revenue (reported in items 3a, 3b, and 3c respectively) by type of service.								
NOTE — The sum of lines b(1) and b(2) should equal 100 percent.								
		b. Type of service						
		(1) Intrastate service	625	%	615	%	617	%
		(2) Interstate service	626	%	616	%	618	%
		TOTAL	100%		100%		100%	
Line c — Firms providing cellular and other radiotelephone services: Report in lines c(1) through c(5) respectively, the percentage of cellular and other radiotelephone revenue (reported in item 3d) from the sale of air time; basic and other services, such as call waiting and voice mail; long-distance services; intercarrier nonhome-subscriber traffic services (roaming charges); and all other sources, such as radio paging, mobile dispatching, and signaling services.								
NOTE — The sum of lines c(1) through c(5) should equal 100 percent.								
		c. Percentage of cellular and other radiotelephone revenue from:						
		(1) Air time				619	%	
		(2) Basic service				620	%	
		(3) Long-distance service				621	%	
		(4) Roaming charges				622	%	
		(5) Other				623	%	
		TOTAL					100%	

Item 5	PAYROLL AND OTHER OPERATING EXPENSES	Estimates are acceptable if book figures are not available.	Key code	1993			
				Bil.	Mil.	Thou.	Dol.
See the attached "Coverage and Reporting Instructions" sheet before completing this section.							
Enter "0" in items where applicable. Do not combine data for two or more detail lines.							
Line a — Report on a cash basis, the gross earnings paid to employees prior to deductions. If an unincorporated concern, exclude payments to proprietors or partners.		a. Annual payroll	627				
Line b — Report on a cash basis in line b(1) employer's cost for legally required programs. Report on a cash basis in line b(2) employer's cost for programs not required by law. Report in line b(1) and line b(2) the amounts actually contributed.		b. Employer contributions to employee benefit plans					
Line c — Firms providing cellular phone service , report interconnection fees here.		(1) Plans required under Federal and State legislation (including Social Security and Medicare (FICA), worker's compensation insurance, etc.)	628				
Line d — Exclude depreciation on intangible assets and assets leased to others by you under a capital lease agreement. Do not adjust for the value of depreciable assets sold or traded for replacement purposes.		(2) Other fringe benefit plans (including medical insurance, life insurance, etc.)	629				
Line e — Exclude payments by your firm to the parent company or organization, or any of its subsidiaries, for use of assets owned by them; and installment payments for assets obtained by your company through capital lease agreements.		c. Access charges	630				
Line f — Exclude repair costs included as part of a lease or rental agreement, improvements for which depreciation accounts are maintained, and repairs performed by employees of your company and its subsidiaries.		d. Depreciation and amortization charges					
Line g — Exclude worker's compensation premiums. Report these costs in line b(1).		(1) Buildings, offices, and structures	631				
Line i — Exclude the cost of utility services if included as part of a lease or rental agreement.		(2) Communication systems	632				
Line k — Exclude income, sales, payroll, excise taxes, and other taxes collected from customers and paid to local, State, or Federal government agencies.		(3) Vehicles, machinery and equipment, and other tangible assets	633				
Lines l and m — See the attached "Coverage and Reporting Instructions" sheet to calculate Other Operating Expenses and Total Operating Expenses as they pertain to this survey.		e. Lease and rental costs					
NOTE — If the amount reported on line l is greater than 50 percent of the total operating expenses reported in line m, indicate the source of these expenses in the "Remarks" section on page 4 of this form.		(1) Buildings, offices, and structures	634				
		(2) Communication systems	635				
		(3) Vehicles, and other machinery and equipment	636				
		f. Cost of purchased repairs					
		(1) Buildings, offices, and structures	637				
		(2) Communication systems	638				
		(3) Vehicles, and other machinery and equipment	639				
		g. Cost of insurance	640				
		h. Cost of telephone and other purchased communication services	641				
		i. Cost of purchased utilities	642				
		j. Cost of purchased advertising	643				
		k. Taxes and licenses	644				
		l. Other operating expenses	646				
		m. TOTAL OPERATING EXPENSES	647				

Item 6	INTEREST EXPENSE	Key code	1993				
				Bil.	Mil.	Thou.	Dol.
Report all interest expense, including capitalized interest. Estimates are acceptable if book figures are not available.		645					

CONTINUE WITH ITEM 7 ON PAGE 4

Item 7 REPORT PERIOD		Key code	1993		
			Month	Day	Year
Mark (X) the one box which best describes the period covered by your report. If the data reported in items 3 through 6 are for a period other than the "calendar year," please enter the beginning and ending dates.		1 ☐ Calendar year — Go to item 8 2 ☐ Fiscal year 3 ☐ Less than 12 months	From 648 To 649		
Item 8 OWNERSHIP OR CONTROL a. Does another company own more than 50 percent of the voting stock or have the power to control the management and policies of this company? 1 ☐ Yes 2 ☐ No — Continue with item 8b		Name of owning or controlling company Number and street City, State, and ZIP Code EI Number →			
b. Did this company acquire or merge with another company in 1993? 1 ☐ Yes 2 ☐ No — Continue with item 9		Name of company acquired or merged with Number and street City, State, and ZIP Code Date of merger or acquisition → Month Year EI Number →			
REMARKS — To reduce the need for costly telephone follow-up, please explain any significant change from your prior year reported data.					
FACSIMILE					
					CENSUS USE
Item 9 CERTIFICATION — This report is substantially accurate and was prepared in accordance with instructions.					
Name of person to contact regarding this report	Address (Number and street, city, State, ZIP Code)		Telephone Area code Number Extension		
Signature of authorized person			FAX Area code Number		
Title	Date				

1993 ANNUAL SURVEY OF COMMUNICATION SERVICES COVERAGE AND REPORTING INSTRUCTIONS

SPECIFIC SURVEY COVERAGE

Exclude subsidiaries or operating units which are requested to submit separate 1993 Annual Survey of Communication Services reports to the Bureau of the Census.

• **Radiotelephone Communications** — Locations, including radio common carriers, satellite common carriers, and wireline companies, primarily engaged in providing two-way radiotelephone communications services, such as cellular telephone services. Also includes locations primarily engaged in providing telephone paging and beeper services and those engaged in leasing telephone lines or other methods of telephone transmission, such as optical fiber lines and microwave or satellite facilities, and reselling the use of such methods to others.

• **Other Telephone Communications** — Locations primarily engaged in furnishing telephone voice and data communications. Transmission can be via wireline, optical fiber, coaxial cable, microwave or satellite. Includes common carriers furnishing domestic local and long-distance services and international services, specialized long-distance carriers and resellers of these services.

Include data for auxiliary facilities of your company primarily engaged in furnishing supporting services to your communication business activities, such as central administrative offices, garages, warehouses, and locations providing maintenance and repairs of your machinery and equipment.

If your activities do not appear to be covered by this survey, please describe your kind of business in the "Remarks" section on page 4 of this form.

REPORTING INSTRUCTIONS

Please retain a copy of the completed form for your records.

Please read all instructions and complete all items in this report. This will save on costly and time-consuming follow-up.

- Report only for those locations primarily engaged in the activities defined in the coverage section above.
- For locations sold or acquired during 1993, report only for the period that the locations were operated by this company.
- Report data for calendar year 1993. If calendar year records are not available, data for the latest fiscal year are acceptable. Indicate the period covered in item 7. Please note, however, that estimates for calendar year 1993 are preferable to book figures covering a different time period.
- Regulated common carriers, report data on a financial reporting basis.
- Report dollar values in whole dollars (omit cents).
- If book figures are not available, carefully prepared estimates are acceptable.

Item 3 — OPERATING REVENUE

Enter "0" in items where applicable. Do not combine data for two or more detail lines.

- Report all charges or billings for services rendered and any sales of merchandise during 1993, even though payments may be received at a later date. Do not deduct allowances for uncollectable accounts. **Exclude revenue collected on behalf of another company** and nonoperating revenue such as income from investments, the sale of securities or real estate, etc. **Exclude** revenue from a domestic parent organization (intracompany transfers), or from franchise locations owned by others and any franchise or license fees. **Exclude** sales or other taxes collected from customers and paid directly to a taxing authority.
- Prorate revenue derived from services provided on a contractual basis according to the work accomplished. (Only include the amounts applicable to the report period.)

Line a — Report local service revenue, including extended area revenue. Include local private line revenue; customer premises revenue; revenue from public telephone services provided within the basic service area; and other local exchange revenue, such as directory assistance, touch-tone line services, call forwarding, and call waiting. **Report cellular and other mobile services revenue in item 3d.**

Line b — Report revenue derived from message services that terminate beyond the basic service area. Include message services that utilize the public long-distance switching network and the basic subscriber access line. Also, include any charges for operator assistance or special billings directly related to these calls. Report all revenue received from international calls originating in the United States, including the portion paid to foreign companies for accessing their network.

Line c — Report revenue from providing exchange access services to an interexchange carrier or to an end-user of telecommunications services beyond the exchange carrier's network. Include access revenue for calls originating in foreign countries.

Line d — Report revenue from cellular and general radio telecommunications systems, including radio paging, mobile dispatching, and signaling services. **Report installation fees and the sale of equipment in item 3f.**

Line e — Report revenue derived from alphabetical and classified sections of directories, including amounts charged for additional and bold face listings, marginal displays, inserts and other advertisements. Report **other directory revenue** (i.e., revenue from the sale of directories, charges for unlisted telephone numbers, etc.) in **item 3f.**

Line f — Report other operating revenue including revenue from the sale or lease of communication equipment (include fair sales value of merchandise marketed in 1993 under capital, finance, or "full payout" leases). Also, include revenue from the rental of telecommunications plant or equipment furnished apart from services rendered; operating and maintenance activities for others; special billing arrangements for customers; billing and collection services provided to other telecommunications firms; directory revenue from other than advertising services; installation fees; and services such as general accounting, financial, legal, etc. provided to firms under a license, general contract, or other agreement. Include sales of merchandise and equipment. **Exclude** the sale of merchandise and equipment from retail locations. Also, **exclude** sales or other taxes collected from customers and paid directly to a taxing authority, and nonoperating revenue such as the sale of investments, securities, real estate, etc. **NOTE — If the amount reported on this line is greater than 50 percent of the total operating revenue reported in item 3g, indicate the source of this revenue in the "Remarks" section on page 4 of this form.**

Line g — Report the sum of items 3a through 3f.

Item 4 — ANALYSIS OF REVENUE

NOTE — Do not report percentages as fractions. Round to the nearest whole percent for items 4a through 4c.

Line a — Report in lines a(1) and a(2) the percentage of local service, long-distance service, and network access revenue (reported in items 3a, 3b, and 3c respectively) by type of customer.

NOTE — The sum of lines a(1) and a(2) should equal 100 percent.

Line b — Report in lines b(1) and b(2) the percentage of local service, long-distance service, and network access revenue (reported in items 3a, 3b, and 3c respectively) by type of service.

NOTE — The sum of lines b(1) and b(2) should equal 100 percent.

Line c — Firms providing cellular and other radiotelephone services: Report in lines c(1) through c(5) respectively, the percentage of cellular and other radiotelephone revenue (reported in item 3d) from the sale of air time; basic and other services, such as call waiting and voice mail; long-distance services; intercarrier nonhome-subscriber traffic services (roaming charges); and all other sources, such as radio paging, mobile dispatching, and signaling services.

NOTE — The sum of lines c(1) through c(5) should equal 100 percent.

WHEN COMPLETING THIS REPORT, PLEASE READ THESE INSTRUCTIONS CAREFULLY — Detach this panel before returning your report.

REPORTING INSTRUCTIONS — Continued

Item 5 — PAYROLL AND OTHER OPERATING EXPENSES

Enter "0" in items where applicable. Do not combine data for two or more detail lines.

- Report costs incurred during 1993 even though payments may be made at a later date. **Exclude** sales taxes or other taxes collected from customers and paid directly to a taxing authority.

Line a — Report on a cash basis, the gross earnings paid to employees prior to such deductions as employees' Social Security contributions, withholding taxes, group insurance premiums, union dues, savings bonds, etc. Include all wages, salaries, commissions to own employees, dismissal pay, paid bonuses, vacation and sick leave pay, and employee contributions to qualified pension plans whether or not subject to income or FICA tax. If a corporation, include salaries of officers; if an unincorporated concern, **exclude** payments to proprietors or partners.

- Definitions for annual payroll are the same as those used on the Employer's Quarterly Federal Tax Return, Treasury Form 941.

Line b — Report on a cash basis in line b(1) employer's cost for legally required programs, such as Social Security and Medicare (FICA), worker's compensation insurance, unemployment tax, and State disability insurance programs. Report on a cash basis in line b(2) employer's cost for programs not required by law, such as pension plans, stock purchase plans, union-negotiated benefits, life insurance benefits and insurance premiums for hospital and medical plans. Report in line b(1) and line b(2) the amounts actually contributed.

Line c — Report payments to local exchange carriers for access to their networks. Also, include fees for leased facilities. Firms providing **cellular phone service**, report **interconnection fees** here. Include access charges paid to foreign companies for international calls originating in the United States.

Line d — Report in line d(1) the amount of depreciation and amortization charges against buildings, offices, and structures owned by your firm. Report in line d(2) the amount of depreciation on communication systems (optical fiber, digital and/or microwave switching, satellite transmission, etc.). Report in line d(3) the amount of depreciation and amortization charges against other tangible assets owned by your firm. Include depreciation on assets rented or leased to others by you under an operating lease agreement. Include depreciation on assets owned and used by your firm within leaseholds and assets obtained through capital lease agreements. **Exclude** depreciation on intangible assets and assets leased to others by you under a capital lease agreement. Do not adjust for the value of depreciable assets sold or traded for replacement purposes.

Line e — Report in line e(1) the cost of renting or leasing buildings, offices, and structures. Report in line e(2) the cost of renting or leasing communication systems (optical fiber, digital and/or microwave switching, satellite transmissions, etc.). Report in line e(3) the cost of renting or leasing vehicles and other machinery and equipment. **Exclude** payments by your firm to the parent company or organization, or any of its subsidiaries, for use of assets owned by them; and installment payments for assets obtained by your company through capital lease agreements.

Line f — Report in line f(1) the cost of purchased repairs (including charges for parts and labor) to buildings, offices, and structures. Report in line f(2) the cost of purchased repairs to communication systems (optical fiber, digital and/or microwave switching, satellite transmissions, and other transmitting equipment). Report in line f(3) purchased repairs to vehicles, and other machinery and equipment. **Exclude** repair costs included as part of a lease or rental agreement, improvements for which depreciation accounts are maintained, and repairs performed by employees of your company and its subsidiaries.

Line g — Report the cost of all commercial insurance, including that used to protect the company against losses or damages to buildings, structures, and machinery and equipment caused by fire, flood, wind, boiler explosion, or any other cause. Include premiums on fidelity bonds of employees, and insurance to protect against liability for deaths or injuries of persons and damages to the property of others. **Exclude workers's compensation premiums**. Report these costs in line b(1).

Line h — Report the cost of nonrevenue-generating purchased communication services, including telephone, telex, telegraph, teletype, etc.

Line i — Report the cost of purchased utilities, including the cost of purchased electricity, and purchased fuels consumed for heat, power or generating electricity. Include water, sewer, and refuse removal. **Exclude** the cost of utility services if included as part of a lease or rental agreement.

Line j — Report the cost of purchased advertising, including payments to other firms for printing, media, and other services and materials used for advertising. Also, include the cost of telemarketing services.

Line k — Report the cost of taxes and licenses, including business license fees, real and personal property taxes (such as taxes on real estate, motor vehicles, machinery, equipment, and inventories), and special assessments. **Exclude** income taxes, payroll, excise taxes, and other taxes collected from customers and paid to local, State, or Federal government agencies.

Lines l and m

- **Total operating expenses** — Will not match to the company's income statement due to the cash and accrual methods requested for this survey. As a guide, compute total operating expenses as follows:

Total operating expenses (from income statement)

+ Taxes — *If not included in operating expenses, see item 5k on page 3.*

+ [Annual payroll (cash basis) + Employer contributions (cash basis)]

– [Annual payroll (accrual basis) + Employer contributions (accrual basis)]

= **TOTAL OPERATING EXPENSES** — Place in item 5m

- **Other operating expenses** — If other operating expenses are unavailable, calculate them as follows —

TOTAL OPERATING EXPENSES FOR SURVEY
(as calculated in item 5m)

– (Items 5a through 5k on survey report form)

= **OTHER OPERATING EXPENSES** — Place in item 5l.

NOTE — If the amount reported on line l is greater than 50 percent of the total operating expenses reported in line m, indicate the source of these expenses in the "Remarks" section on page 4 of this form.

Other operating expenses include billing services, travel expenses, accounting and legal fees, dues and subscriptions, office supplies, data processing expenses, etc. Include the cost of computer software purchased under licensing agreements. **Exclude** income taxes, and local sales and excise taxes.

B-518

OMB No. 0607-0706: Approval Expires 12/31/96

FORM **B-518** U.S. DEPARTMENT OF COMMERCE
(12-13-93) BUREAU OF THE CENSUS**1993 ANNUAL
SURVEY OF
COMMUNICATION
SERVICES****RADIO AND TELEVISION
BROADCASTING**

Public reporting burden for this collection of information is estimated to average 5 hours per response, including the time for assembling data from existing records and completing the form. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Associate Director for Administration, Paperwork Reduction Project 0607-0706, Room 3104, FB 3, Bureau of the Census, Washington, DC 20233-0001; and to the Office of Management and Budget, Paperwork Reduction Project 0607-0706, Washington, DC 20503.
PLEASE INCLUDE FORM NAME AND NUMBER IN ALL CORRESPONDENCE.

In correspondence pertaining to this report, please refer to the IDENTIFICATION NUMBER shown below.

CENSUS USE

1.	2.
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PENALTY FOR FAILURE TO REPORT
DUE DATE: 30 Days after receipt of form

NOTICE — Response to this inquiry is required by law (title 13, U.S. Code). By the same law, your report to the Census Bureau is confidential. It may be seen only by sworn Census employees and may be used only for statistical purposes. The law also provides that copies retained in your files are immune from legal process.

RETURN TO **BUREAU OF THE CENSUS**
1201 East 10th Street
Jeffersonville, IN 47132-0001

Any questions call: 1-800-253-1882

(Please correct any error in name, address, and ZIP Code)

**BEFORE
COMPLETING
YOUR REPORT**

Read ALL instructions carefully, including the survey coverage below. Instructions accompanying each item number are abbreviated. For complete details, see the "COVERAGE AND REPORTING INSTRUCTIONS" SHEET ON THE THIRD PANEL OF THE FORM. If book figures are not available, carefully prepared estimates are acceptable.

SURVEY COVERAGE

This report covers all domestic locations operated by your company and its subsidiaries primarily engaged in providing radio and television broadcasting services as listed on the attached "Coverage and Reporting Instructions" sheet.

If your activities do not appear to be covered by this survey, please describe your kind of business in the "Remarks" section on page 4 of this form.

Item 1 NUMBER OF LOCATIONS

Enter the total number of broadcasting locations operated by this company as of December 31, 1993. A location is defined as an establishment with paid company personnel.

Line a — Report the number of radio stations covered by this survey.

Line b — Report the number of television stations covered by this survey.

Line c — Report the number of other broadcasting locations covered by this survey. (Include network broadcasting locations.)

Line d — Report the total number of broadcasting locations and stations covered by this report. Sum of lines a through c.

Enter the total number of —

a. Radio stations

b. Television stations

c. Other broadcasting locations

d. TOTAL NUMBER OF BROADCASTING LOCATIONS/STATIONS — Sum of lines a through c

**Key
code**

1993 Number

701

702

703

601

NOTE — If you reported both radio and television stations in items 1a and 1b above, continue with item 1e. Otherwise, **SKIP** to item 2.

Line e — Report the percentage of this firm's total operating revenue (item 4h, page 2) from all radio stations reported in item 1a and all television stations reported in item 1b.

NOTE — The sum of lines e(1) and e(2) should equal 100 percent.

e. What percentage of this firm's total operating revenue was from —

(1) Radio stations?

(2) Television stations?

**Key
code**

1993 Percent

716

717

%

%

TOTAL

100%

Item 2 ORGANIZATIONAL STATUS — Mark (X) the ONE box which best describes this company during 1993.

0 ☐ Corporation

1 ☐ Individual proprietorship

2 ☐ Partnership

5 ☐ Governmental — Specify ☒

9 ☐ Other — Specify ☒

Item 3 TAX STATUS									
a. Is this firm or organization operated on a not-for-profit basis? 1 ☐ YES 2 ☐ NO									
NOTE – If you answered "NO" to item 3a, SKIP to item 4, otherwise continue with item 3b.									
b. Was all or part of the income of this firm or organization exempt from Federal income taxes under section 501 or 521 of the Internal Revenue Code? 1 ☐ YES 2 ☐ NO									
Item 4 REVENUE									
<i>See the attached "Coverage and Reporting Instructions" sheet before completing this section. Enter "0" in items where applicable. Do not combine data for two or more detail lines.</i> STATION TIME SALES Line a – Exclude network compensation paid to stations owned by your company. Lines b and c – Deduct commissions paid to agency representatives and brokers. NETWORK TIME SALES Line e – (Networks only) Deduct commissions paid to agency representatives and brokers. Line f – Report revenue from cable system operators for the retransmission of your broadcast signal. Include the fair-market value (not the actual cost) of reciprocal non-cash exchanges, such as bartered advertising time, promotions, and carriage of new local and national cable channels, etc. Estimate services exchanged for retransmission consent as the amount your company would ordinarily charge for such services. OTHER OPERATING REVENUE Line g – Include satellite truck rental revenue, but exclude tower rental revenue. NOTE – If the amount reported on this line is greater than 50 percent of total operating revenue reported in line h, indicate the source of this revenue in the "Remarks" section on page 4 of this form.	Estimates are acceptable if book figures are not available.		Key code	1993					
	STATION TIME SALES			Bil.	Mil.	Thou.	Dol.		
	a. Network compensation		704						
	b. National/regional advertising revenue (net)		705						
	c. Local advertising revenue (net)		706						
	d. TOTAL STATION TIME SALES (net)		707						
	NETWORK TIME SALES (Networks only)								
	e. Advertising revenue (net)		708						
	f. Retransmission consent		715						
	g. Other operating revenue		607						
h. TOTAL OPERATING REVENUE		608							
TAXABLE ORGANIZATIONS – SKIP now to item 5.									
Item 5 PAYROLL AND OTHER OPERATING EXPENSES									
<i>See the attached "Coverage and Reporting Instructions" sheet before completing this section. Enter "0" in items where applicable. Do not combine data for two or more detail lines.</i> NONOPERATING INCOME (Tax-exempt organizations only; all others SKIP to item 5.) Line j – NOTE – If the amount reported on this line is greater than 50 percent of the total revenue reported in line k, indicate the source of this revenue in the "Remarks" section on page 4 of this form. Line k – Tax-exempt organizations only. Report the sum of items 4h through 4j.	Estimates are acceptable if book figures are not available.		Key code	1993					
	NONOPERATING INCOME			Bil.	Mil.	Thou.	Dol.		
	i. Subsidies, gifts, loans, contributions, and grants		709						
	j. Other nonoperating income		710						
	k. TOTAL REVENUE		711						
	EXPENSES								
	a. Annual payroll		627						
	b. Employer contributions to employee benefit plans								
	(1) Plans required under Federal and State legislation (including Social Security and Medicare (FICA), worker's compensation insurance, etc.)		628						
	(2) Other fringe benefit plans (including medical insurance, life insurance, etc.)		629						
c. Broadcast rights		712							
d. Music license fees		713							
e. Network compensation fees		714							
f. Depreciation and amortization charges									
(1) Buildings, offices, and structures		631							
(2) Transmission systems		632							
(3) Vehicles, machinery and equipment, and other tangible assets		633							

FORM B-518 (12-13-93)

REMARKS — To reduce the need for costly telephone follow-up, please explain any significant change from your prior year reported data.

FACSIMILE

CENSUS USE

Item 9 CERTIFICATION — This report is substantially accurate and was prepared in accordance with instructions.

Name of person to contact regarding this report	Address (Number and street, city, State, ZIP Code)	Telephone		
		Area code	Number	Extension
Signature of authorized person		FAX		
Title	Date	Area code	Number	

1993 ANNUAL SURVEY OF COMMUNICATION SERVICES COVERAGE AND REPORTING INSTRUCTIONS

SPECIFIC SURVEY COVERAGE

Exclude subsidiaries or operating units which are requested to submit separate 1993 Annual Survey of Communication Services reports to the Bureau of the Census.

- **Radio Broadcasting Stations and Networks** — Locations primarily engaged in broadcasting aural programs by radio to the public. Included are commercial, religious, educational and other radio stations, as well as locations primarily engaged in radio broadcasting and which produce radio program materials. Also included are radio networks.
- **Television Broadcasting Stations and Networks** — Locations primarily engaged in broadcasting visual programs by television to the public. Included are commercial, religious, educational and

other television stations, as well as locations primarily engaged in television broadcasting and which produce television program materials. Also included are television networks.

Include data for auxiliary facilities of your company primarily engaged in furnishing supporting services to your communication business activities, such as central administrative offices, garages, warehouses, and locations providing maintenance and repairs of your machinery and equipment. Also, include revenue and expense data for offices of your company engaged in soliciting advertising.

If your activities do not appear to be covered by this survey, please describe your kind of business in the "Remarks" section on page 4 of this form.

REPORTING INSTRUCTIONS

Please retain a copy of the completed form for your records.

Please read all instructions and complete all items in this report. This will save on costly and time-consuming follow-up.

- Report only for those locations primarily engaged in the activities defined in the coverage section above.
- For locations sold or acquired during 1993, report only for the period that the locations were operated by this company.
- Report data for calendar year 1993. If calendar year records are not available, data for the latest fiscal year are acceptable. Indicate the period covered in item 7. Please note, however, that estimates for calendar year 1993 are preferable to book figures covering a different time period.
- Trade-outs and barter — Estimate spots exchanged for program material at a fair value consistent with purchases of other program material of similar quality and quantity. Estimate spots exchanged for merchandise or services as the amount the station would pay for the merchandise or service received.
- Report dollar values in whole dollars (omit cents).
- If book figures are not available, carefully prepared estimates are acceptable.

Item 4 — REVENUE

Enter "0" in items where applicable. Do not combine data for two or more detail lines.

- Report all charges or billings for services rendered and any sales of merchandise during 1993, even though payments may be received at a later date. Do not deduct allowances for uncollectable accounts. **Exclude** revenue from a domestic parent organization (intracompany transfers), or from franchise locations owned by others and any franchise or license fees. **Exclude** sales and other taxes collected from customers and paid directly to a taxing authority.
- Prorate revenue derived from services provided on a contractual basis according to the work accomplished. (Only include the amounts applicable to the report period.)

STATION TIME SALES

Line a — Report the sale of station time to networks. (Networks — **Exclude** network compensation paid to stations owned by your company.)

Line b — Report the sale of station time to national and regional advertisers or sponsors. Include trade-outs and barter, and political advertising revenue. Deduct commissions paid to agency representatives and brokers.

Line c — Report the sale of station time to local advertisers or sponsors. Include trade-outs and barter, and political advertising revenue. Deduct commissions paid to agency representatives and brokers.

Line d — Report the sum of items 4a through 4c.

NETWORK TIME SALES

Line e — (Networks only) Report network revenue from advertising sales. Deduct commissions paid to agency representatives and brokers.

Line f — Report revenue from cable system operators for the retransmission of your broadcast signal. Include the fair-market value (not the actual cost) of reciprocal non-cash exchanges, such as bartered advertising time, promotions, and carriage of new local

and national cable channels, etc. Estimate services exchanged for retransmission consent as the amount your company would ordinarily charge for such services.

OTHER OPERATING REVENUE

Line g — Report other operating revenue. Include revenue from the use of talent, services, and technical facilities, and management fees. Include revenue from the production and/or distribution of programs, except when the production/distribution is provided by separate locations of this company. Include satellite truck rental revenue, but **exclude** tower rental revenue. **NOTE — If the amount reported on this line is greater than 50 percent of total operating revenue reported in item 4h, indicate the source of this revenue in the "Remarks" section on page 4 of this form.**

TOTAL OPERATING REVENUE

Line h — Report the sum of items 4d through 4g.

NONOPERATING INCOME (Tax exempt organizations only)

Line i — Report all government subsidies used to offset operating or capital deficits, private gifts, loans, contributions, or grants.

Line j — Report other nonoperating receipts, such as income from investments, the sale of securities, real estate, etc.

NOTE — If the amount reported on this line is greater than 50 percent of the total revenue reported in item 4k, indicate the source of this revenue in the "Remarks" section on page 4 of this form.

Line k — Tax exempt organizations — Report the sum of items 4h through 4j.

Item 5 — PAYROLL AND OTHER OPERATING EXPENSES

Enter "0" in items where applicable. Do not combine data for two or more detail lines.

- Report costs incurred during 1993 even though payments may be made at a later date. **Exclude** sales or other taxes collected from customers and paid directly to a taxing authority.

Line a — Report on a cash basis, the gross earnings paid to employees prior to such deductions as employees' Social Security contributions, withholding taxes, group insurance premiums, union dues, savings bonds, etc. Include all wages, salaries, commissions to own employees, dismissal pay, paid bonuses, vacation and sick leave pay, and employee contributions to qualified pension plans whether or not subject to income or FICA tax. If a corporation, include salaries of officers; if an unincorporated concern, **exclude** payments to proprietors or partners.

- Definitions for annual payroll are the same as those used on the Employer's Quarterly Federal Tax Return, Treasury Form 941.

Line b — Report on a cash basis in line b(1) employer's cost for legally required programs, such as Social Security and Medicare (FICA), worker's compensation insurance, unemployment tax, and State disability insurance programs. Report on a cash basis in line b(2) employer's cost for programs not required by law, such as pension plans, stock purchase plans, union-negotiated benefits, life insurance benefits, and insurance premiums for hospital and medical plans. Report in line b(1) and line b(2) the amounts actually contributed.

WHEN COMPLETING THIS REPORT, PLEASE READ THESE INSTRUCTIONS CAREFULLY — Detach this panel before returning your report.

REPORTING INSTRUCTIONS — Continued

Item 5 — PAYROLL AND OTHER OPERATING EXPENSES — Continued

Line c — Report the cost of broadcast rights to feature films, syndicated programming, sports events, etc.

Line d — Report the cost of music license fees payable to music licensing organizations.

Line e — (Networks only) Report the cost of programming time purchased from affiliated and independent stations. (**Exclude** the cost of programming time purchased from stations owned by your company.)

Line f — Report in line f(1) the amount of depreciation and amortization charges against buildings, offices, and structures owned by your firm. Report in line f(2) the amount of depreciation and amortization charges against transmission systems (towers, antennas, transmitters, transmission lines, microwave equipment, master control equipment, and other transmitting equipment) owned by your firm. Report in line f(3) the amount of depreciation and amortization charges against vehicles, machinery and equipment, and other tangible assets owned by your firm. Include depreciation on assets rented or leased to others by you under an operating lease agreement. Include depreciation on assets owned and used by your firm within leaseholds, and assets obtained through capital lease agreements. **Exclude** depreciation on intangible assets and assets leased to others by you under a capital lease agreement. Do not adjust for the value of depreciable assets sold or traded for replacement purposes.

Line g — Report in line g(1) the cost of renting or leasing buildings, offices, and structures. Report in line g(2) the cost of renting or leasing transmission systems (towers, antennas, transmitters, transmission lines, microwave equipment, master control equipment, and other transmitting equipment). Report in line g(3) the cost of renting or leasing vehicles, and other machinery and equipment. **Exclude** payments by your firm to the parent company or organization, or any of its subsidiaries, for use of assets owned by them; and installment payments for assets obtained by your company through capital lease agreements.

Line h — Report in line h(1) the cost of purchased repairs (including charges for parts and labor) to buildings, offices, and structures. Report in line h(2) the cost of purchased repairs to transmission systems (towers, antennas, transmitters, transmission lines, microwave equipment, master control equipment, and other transmitting equipment). Report in line h(3) purchased repairs to vehicles, and other machinery and equipment. **Exclude** repair costs included as part of a lease or rental agreement, improvements for which depreciation accounts are maintained, and repairs performed by employees of your company and its subsidiaries.

Line i — Report the cost of all commercial insurance, including that used to protect the company against losses or damages to buildings, structures, and machinery and equipment caused by fire, flood, wind, boiler explosion, or any other cause. Include premiums on fidelity bonds of employees and insurance to protect against liability for deaths or injuries of persons and damages to property of others. **Exclude worker's compensation premiums.** Report these costs in line b(1).

Line j — Report the cost of nonrevenue-generating purchased communication services, including telephone, telex, telegraph, teletype, etc.

Line k — Report the cost of purchased utilities, including the cost of purchased electricity, and purchased fuels consumed for heat, power or generating electricity. Include water, sewer, and refuse removal. **Exclude** the cost of utility services if included as part of a lease or rental agreement.

Line l — Report the cost of purchased advertising, including payments to other firms for printing, media, and other services and materials used for advertising.

Line m — Report the cost of taxes and licenses including business license fees, real and personal property taxes (such as taxes on real estate, motor vehicles, machinery, equipment, and inventories), and special assessments. Include FCC license fees. **Exclude** income, sales, payroll, excise taxes, and other taxes collected from customers and paid to local, State, or Federal government agencies.

Lines n and o

• **Total operating expenses** — Will not match to the company's income statement due to the cash and accrual methods requested for this survey. As a guide, compute total operating expenses as follows:

Total operating expenses (from income statement)
 + Taxes — *If not included in operating expenses, see item 5m on page 3.*
 + [Annual payroll (cash basis) + Employer contributions (cash basis)]
 - [Annual payroll (accrual basis) + Employer contributions (accrual basis)]

= **TOTAL OPERATING EXPENSES** — Place in item 5o

• **Other operating expenses** — If other operating expenses are unavailable, calculate them as follows —

TOTAL OPERATING EXPENSES FOR SURVEY
 (as calculated in item 5o)

- (Items 5a through 5m on survey report form)

= **OTHER OPERATING EXPENSES** — Place in item 5n.

NOTE — If the amount reported on line n is greater than 50 percent of the total operating expenses reported in line o, indicate the source of these expenses in the "Remarks" section on page 4 of this form.

Other operating expenses include billing services, travel expenses, accounting and legal fees, dues and subscriptions, office supplies, data processing expenses, etc. Include the cost of computer software purchased under licensing agreements. **Exclude** income taxes, and local sales and excise taxes.

B-520

OMB No. 0607-0706: Approval Expires 12/31/96

FORM **B-520** U.S. DEPARTMENT OF COMMERCE
(12-29-93) BUREAU OF THE CENSUS**1993 ANNUAL
SURVEY OF
COMMUNICATION
SERVICES****CABLE TV AND OTHER SERVICES**

Public reporting burden for this collection of information is estimated to average 3 hours per response, including the time for assembling data from existing records and completing the form. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Associate Director for Administration, Paperwork Reduction Project 0607-0706, Room 3104, FB 3, Bureau of the Census, Washington, DC 20233-0001; and to the Office of Management and Budget, Paperwork Reduction Project 0607-0706, Washington, DC 20503.
PLEASE INCLUDE FORM NAME AND NUMBER IN ALL CORRESPONDENCE.

In correspondence pertaining to this report, please refer to the IDENTIFICATION NUMBER shown below.

CENSUS USE

1. 2.

PENALTY FOR FAILURE TO REPORT
DUE DATE: 30 Days after receipt of form

NOTICE — Response to this inquiry is required by law (title 13, U.S. Code). By the same law, your report to the Census Bureau is **confidential**. It may be seen only by sworn Census employees and may be used only for statistical purposes. The law also provides that copies retained in your files are immune from legal process.

RETURN TO **BUREAU OF THE CENSUS**
1201 East 10th Street
Jeffersonville, IN 47132-0001

Any questions call: 1-800-253-1882

**BEFORE
COMPLETING
YOUR REPORT**

Read ALL instructions carefully, including the survey coverage below. Instructions accompanying each item number are abbreviated. For complete details, see the "COVERAGE AND REPORTING INSTRUCTIONS" SHEET ON THE THIRD PANEL OF THE FORM. If book figures are not available, carefully prepared estimates are acceptable.

SURVEY COVERAGE

This report covers all domestic locations operated by your company and its subsidiaries primarily engaged in providing cable and other pay television services and other communication services (including telegraph, cablegram, electronic mail, and telex services; and radar satellite, and missile tracking stations) as listed on the attached "Coverage and Reporting Instructions" sheet.

If your activities do not appear to be covered by this survey, please describe your kind of business in the "Remarks" section on page 4 of this form.

Item 1 NUMBER OF LOCATIONSKey
code

1993 Number

Enter the total number of cable television and other communication services locations operated by this company as of December 31, 1993. A location is defined as an establishment with paid company personnel.

601**Item 2 ORGANIZATIONAL STATUS** — Mark (X) the ONE box which best describes this company during 1993.0 ☐ Corporation5 ☐ Governmental — Specify9 ☐ Other — Specify1 ☐ Individual proprietorship2 ☐ Partnership**Item 3 TAX STATUS**

a. Is this firm or organization operated on a not-for-profit basis?

1 ☐ YES 2 ☐ NO

NOTE — If you answered "NO" to item 3a, **SKIP** to item 4, otherwise continue with item 3b.

b. Was all or part of the income of this firm or organization exempt from Federal income taxes under section 501 or 521 of the Internal Revenue Code?

1 ☐ YES 2 ☐ NO**Item 4 REVENUE**

See the attached "Coverage and Reporting Instructions" sheet before completing this section.

Enter "0" in items where applicable. Do not combine data for two or more detail lines.

CABLE AND OTHER PAY TELEVISION REVENUE

Line a — System operators and program providers report here. — Deduct commissions paid to agency representatives.

Line b — Program providers report revenue from system operators and other customers for programming services. **System operators** report revenue from customers for programming services.

Line c — System operators report here — Include subscription fees received for basic and non-premium service tiers from residential and commercial customers.

Line d — System operators report here.

Estimates are acceptable if book figures are not available.

Key
code**1993**

Bil. Mil. Thou. Dol.

CABLE AND OTHER PAY TELEVISION REVENUE

a. Advertising revenue (net)

801

b. Program revenue

802

c. Basic service revenue

803

d. Pay-per-view and other premium service revenue

804

Item 4 REVENUE - Continued		CABLE AND OTHER PAY TELEVISION REVENUE - Continued		1993				
		Key code	Bil.	Mil.	Thou.	Dol.		
Line e — System operators report here. — Include all reconnect fees.		e. Installation fees	805					
Line f — System operators and program providers report here. — Include revenue from shop-at-home programs.		f. Other cable and pay TV revenue	806					
OTHER OPERATING REVENUE		g. TOTAL CABLE AND OTHER PAY TELEVISION REVENUE	807					
Line j — Exclude nonoperating revenue such as income from investments, the sale of securities, or real estate, etc. NOTE — if the amount reported on this line is greater than 50 percent of the total operating revenue reported in line k, indicate the source of this revenue in the "Remarks" section on page 4 of this form.		OTHER COMMUNICATION SERVICES REVENUE						
		h. Telegraph and other message communication revenue	808					
		i. Other communication services revenue	809					
		j. OTHER OPERATING REVENUE	607					
		k. TOTAL OPERATING REVENUE	608					
▶ TAXABLE ORGANIZATIONS — SKIP now to item 5. ◀								
NONOPERATING INCOME (Tax exempt organizations only; all others SKIP to item 5)		NONOPERATING INCOME		1993				
		Key code	Bil.	Mil.	Thou.	Dol.		
Line m — NOTE — If the amount reported on this line is greater than 50 percent of the total revenue reported in line n, indicate the source of this revenue in the "Remarks" section on page 4 of this form.		l. Subsidies, gifts, loans, contributions, and grants	709					
Line n — Tax exempt organizations only. Report the sum of items 4k through 4m.		m. Other nonoperating income	710					
		n. TOTAL REVENUE	711					
Item 5 PAYROLL AND OTHER OPERATING EXPENSES		Estimates are acceptable if book figures are not available.		1993				
		Key code	Bil.	Mil.	Thou.	Dol.		
See the attached "Coverage and Reporting Instructions" sheet before completing this section.		e. Annual payroll	627					
Enter "0" in items where applicable. Do not combine data for two or more detail lines.		b. Employer contributions to employee benefit plans						
Line a — Report on a cash basis, the gross earnings paid to employees prior to deductions. If an unincorporated concern, exclude payments to proprietors or partners.		(1) Plans required under Federal and State legislation (including Social Security and Medicare (FICA), worker's compensation insurance, etc.)	628					
Line b — Report on a cash basis in line b(1) employer's cost for legally required programs. Report on a cash basis in line b(2) employer's cost for programs not required by law. Report in line b(1) and line b(2) the amounts actually contributed.		(2) Other fringe benefit plans (including medical insurance, life insurance, etc.)	629					
Line c — Program and production costs		c. Program and production costs						
• Line c(1) — System operators report here.		(1) Program service cost						
• Line c(2) — System operators include cost of all local origination programming. Include public access costs and fees. Program providers include cost of all original programming produced or developed in-house.		(e) Basic cable service	810					
• Line c(3) — System operators and program providers report here — Include talent and music license fees, the value of bartered programming, and all other costs of programming and production. Exclude payroll and employer contributions to employee benefit programs.		(b) Pay-per-view or premium TV services	811					
		(2) In-house programs	812					
		(3) Other program and production costs	813					
Line d — System operators report the cost for the retransmission of broadcast signals. Include the fair-market value (not the actual cost) of reciprocal non-cash exchanges, such as bartered advertising time, promotions, and carriage of new local and national cable channels, etc. Estimate services exchanged for retransmission consent as the amount your company would ordinarily charge for such services.		d. Retransmission consent fee	815					
Line e — Exclude depreciation on intangible assets and assets leased to others by you under a capital lease agreement. Do not adjust for the value of depreciable assets sold or traded for replacement purposes.		e. Depreciation and amortization charges						
		(1) Buildings, offices, and structures	631					
		(2) Transmission systems	632					
		(3) Vehicles, machinery and equipment, and other tangible assets	633					

Item 5 PAYROLL AND OTHER OPERATING EXPENSES — Continued		Estimates are acceptable if book figures are not available.		Key code	1993			
					Bil.	Mil.	Thou.	Dol.
Line f — Exclude payments by your firm to the parent company or organization, or any of its subsidiaries, for use of assets owned by them; and installment payments for assets obtained through capital lease agreements.		f. Lease and rental costs						
Line g — Exclude repair costs included as part of a lease or rental agreement, improvements for which depreciation accounts are maintained, and repairs performed by employees of your company and its subsidiaries.		(1) Buildings, offices, and structures		634				
Line h — Exclude worker's compensation premiums. Report these costs in line b(1).		(2) Transmission systems		635				
Line j — Exclude the cost of utility services if included as part of a lease or rental agreement.		(3) Vehicles, and other machinery and equipment		636				
Line i — Exclude income, sales, payroll, excise taxes, and other taxes collected from customers and paid to local, State, or Federal government agencies.		g. Cost of purchased repairs						
Lines m and n — See the attached "Coverage and Reporting Instructions" sheet to calculate Other Operating Expenses and Total Operating Expenses as they pertain to this survey.		(1) Buildings, offices, and structures		637				
NOTE — If the amount reported on line m is greater than 50 percent of the total operating expenses reported in line n, indicate the source of these expenses in the "Remarks" section on page 4 of this form.		(2) Transmission systems		638				
		(3) Vehicles, and other machinery and equipment		639				
		h. Cost of insurance		640				
		i. Cost of telephone and other purchased communication services		641				
		j. Cost of purchased utilities		642				
		k. Cost of purchased advertising		643				
		l. Taxes and licenses		644				
		m. Other operating expenses		646				
		n. TOTAL OPERATING EXPENSES		647				

Item 6 INTEREST EXPENSE		Key code	1993			
			Bil.	Mil.	Thou.	Dol.
Report all interest expense, including capitalized interest. Estimates are acceptable if book figures are not available.		645				

Item 7 REPORT PERIOD		Key code	1993		
			Month	Day	Year
Mark (X) the one box which best describes the period covered by your report.		648			
If the data reported in items 4 through 6 are for a period other than the "calendar year," please enter the beginning and ending dates.		649			

Item 8 OWNERSHIP OR CONTROL		Name of owning or controlling company																				
a. Does another company own more than 50 percent of the voting stock or have the power to control the management and policies of this company?		Number and street																				
1 ☐ YES 2 ☐ NO — Continue with item 8b		City, State, and ZIP Code																				
		EI Number → <table border="1" style="display: inline-table; border-collapse: collapse;"> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> </table>																				
b. Did this company acquire or merge with another company in 1993?		Name of company acquired or merged with																				
1 ☐ YES 2 ☐ NO — Continue with item 9		Number and street																				
		City, State, and ZIP Code																				
		Date of merger or acquisition →	Month	Year	EI Number →			<table border="1" style="display: inline-table; border-collapse: collapse;"> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> </table>														

REMARKS — To reduce the need for costly telephone follow-up, please explain any significant change from your prior year reported data.

FACSIMILE

CENSUS USE

Item 9 CERTIFICATION — This report is substantially accurate and was prepared in accordance with instructions.

Name of person to contact regarding this report	Address (Number and street, city, State, ZIP Code)	Telephone		
		Area code	Number	Extension
Signature of authorized person		FAX		
Title	Date	Area code	Number	

1993 ANNUAL SURVEY OF COMMUNICATION SERVICES COVERAGE AND REPORTING INSTRUCTIONS

SPECIFIC SURVEY COVERAGE

Exclude subsidiaries or operating units which are requested to submit separate 1993 Annual Survey of Communication Services reports to the Bureau of the Census.

- **Cable and Other Pay Television Services** — Locations primarily engaged in the dissemination of visual and textual television programs, on a subscription or fee basis. Also included are locations which are primarily engaged in cablecasting and which also produce taped program materials; and included are locations providing the following services: closed circuit television, direct broadcast satellite (DBS), multipoint distribution systems (MDS), and satellite master antenna systems (SMATV).

- **Telegraph and Other Message Communications** — Locations primarily engaged in furnishing telegraph and other nonvocal message communications services, such as cablegram, electronic mail, and facsimile transmission, photography transmission, teletypewriter and telex services.

- **Other Communications Services** — Locations primarily engaged in providing other communication services such as radar station operation, radio broadcasting operated by cab companies, satellite earth stations, satellite or missile tracking stations, operated on a contract basis, and missile tracking by telemetry and photography on a contract basis.

Include data for auxiliary facilities of your company primarily engaged in furnishing supporting services to your communication business activities, such as central administrative offices, garages, warehouses, and locations providing maintenance and repairs of your machinery and equipment. Also, include revenue and expense data for offices of your company engaged in soliciting advertising.

If your activities do not appear to be covered by this survey, please describe your kind of business in the "Remarks" section on page 4 of this form.

REPORTING INSTRUCTIONS

Please retain a copy of the completed form for your records.

Please read all instructions and complete all items in this report. This will save on costly and time-consuming follow-up.

- Report only for those locations primarily engaged in the activities defined in the coverage section above.
- For locations sold or acquired during 1993, report only for the period that the locations were operated by this company.
- Report data for calendar year 1993. If calendar year records are not available, data for the latest fiscal year are acceptable. Indicate the period covered in item 7. Please note, however, that estimates for calendar year 1993 are preferable to book figures covering a different time period.
- Trade-outs and barter — Estimate spots exchanged for program material at a fair value consistent with purchases of other program material of similar quality and quantity. Estimate spots exchanged for merchandise or services as the amount your company would pay for the merchandise or service received.
- Report dollar values in whole dollars (omit cents).
- If book figures are not available, carefully prepared estimates are acceptable.

Item 4 — REVENUE

Enter "0" in items where applicable. Do not combine data for two or more detail lines.

- Report all charges or billings for services rendered and any sales of merchandise during 1993, even though payments may be received at a later date. Do not deduct allowances for uncollectable accounts. **Exclude** revenue from a domestic parent organization (intracompany transfers), or from franchise locations owned by others and any franchise or license fees. **Exclude** sales or other taxes collected from customers and paid directly to a taxing authority.
- Prorate revenue derived from services provided on a contractual basis according to the work accomplished. (Only include the amounts applicable to the report period.)

CABLE AND OTHER PAY TELEVISION REVENUE

Line a — System operators and program providers — Report the revenue from the sale of time to advertisers or sponsors for national, spot and local advertising; classified channels; and program guides and other printed material. Deduct commissions paid to agency representatives.

Line b — Program providers report revenue from system operators and other customers for programming services. **System operators** report revenue from customers for programming services.

Line c — System operators — Report subscription fees received for basic and non-premium service tiers from residential and commercial customers.

Line d — System operators — Report revenue from pay-per-view and other premium services, such as movie channels.

Line e — System operators — Report installation fees for providing basic, pay-per-view, and other premium services. **Include all reconnect fees here.**

Line f — System operators and program providers — Report all other cable and pay television revenue, such as service charges, rental or lease of channel capacity, etc. **System operators** — **Include** revenue from shop-at-home programs.

Line g — Report the sum of items 4a through 4f.

OTHER COMMUNICATION SERVICES REVENUE

Line h — Report revenue from telegraph and other message communications, such as electronic mail, facsimile transmission, telegram and telex, and paging services.

Line i — Report revenue from all other point-to-point communication services, including satellite communications and radar station operations.

OTHER OPERATING REVENUE

Line j — Report other operating revenue, including sales of merchandise, rental revenue, etc. **Exclude** nonoperating revenue such as income from investments, the sale of securities, or real estate, etc. **NOTE** — **If the amount reported on this line is greater than 50 percent of the total operating revenue reported in item 4k, indicate the source of this revenue in the "Remarks" section on page 4 of this form.**

Line k — Report the sum of items 4g through 4j.

NONOPERATING INCOME (Tax exempt organizations only)

Line l — Report all government subsidies used to offset operating or capital deficits, private gifts, loans, contributions, or grants.

Line m — Report other nonoperating receipts, such as income from investments; the sale of securities, real estate, etc. **NOTE** — **If the amount reported on this line is greater than 50 percent of the total revenue reported in item 4n, indicate the source of this revenue in the "Remarks" section on page 4 of this form.**

Line n — Tax-exempt organizations — Report the sum of items 4k through 4m.

Item 5 — PAYROLL AND OTHER OPERATING EXPENSES

Enter "0" in items where applicable. Do not combine data for two or more detail lines.

- Report costs incurred during 1993 even though payments may be made at a later date. **Exclude** sales or other taxes collected from customers and paid directly to a taxing authority.

Line o — Report on a cash basis, the gross earnings paid to employees prior to such deductions as employees' Social Security contributions, withholding taxes, group insurance premiums, union dues, savings bonds, etc. Include all wages, salaries, commissions to own employees, dismissal pay, paid bonuses, vacation and sick leave pay, and employee contributions to qualified pension plans whether or not subject to income or FICA tax. If a corporation, include salaries of officers; if an unincorporated concern, **exclude** payments to proprietors or partners.

- Definitions for annual payroll are the same as those used on the Employer's Quarterly Federal Tax Return, Treasury Form 941.

WHEN COMPLETING THIS REPORT, PLEASE READ THESE INSTRUCTIONS CAREFULLY — Detach this panel before returning your report.

REPORTING INSTRUCTIONS — Continued

Item 5 — PAYROLL AND OTHER OPERATING EXPENSES—Continued

Line b — Report on a cash basis in line b(1) employer's cost for legally required programs, such as Social Security and Medicare (FICA), worker's compensation insurance, unemployment tax, and State disability insurance programs. Report on a cash basis in line b(2) employer's cost for programs not required by law, such as pension plans, stock purchase plans, union-negotiated benefits, life insurance benefits, and insurance premiums for hospital and medical plans. Report in line b(1) and line b(2) the amounts actually contributed.

Line c — Program and production costs**System operators —**

- Report in line c(1)a the programming costs for providing basic cable services.
- Report in line c(1)b the programming costs for providing pay-per-view or premium TV services.

System operators and program providers —

- **System operators** report in line c(2) the cost of local origination programs. Include public access costs and fees. **Program providers** report in line c(2) the cost of all original programs produced or developed in-house.
- Report in line c(3) talent fees, music license fees, the value of bartered programming, and all other costs of programming and production. **Exclude** payroll and employer contributions to employee benefit programs.

Line d — System operators — Report the cost for the retransmission of broadcast signals. Include the fair-market value (not the actual cost) of reciprocal non-cash exchanges, such as bartered advertising time, promotions, and carriage of new local and national cable channels, etc. Estimate services exchanged for retransmission consent as the amount your company would ordinarily charge for such services.

Line e — Report in line e(1) the amount of depreciation and amortization charges against buildings, offices, and structures owned by your firm. Report in line e(2) the amount of depreciation and amortization charges against transmission systems (cables, wires, amps, satellite transmissions, converters, tap offs, power supplies, and other transmitting equipment) owned by your firm. Report in line e(3) the amount of depreciation and amortization charges against vehicles, machinery and equipment, and other tangible assets owned by your firm. Include depreciation on assets rented or leased to others by you under an operating lease agreement. Include depreciation on assets owned and used by your firm within leaseholds and assets obtained through capital lease agreements. **Exclude** depreciation on intangible assets and assets leased to others by you under a capital lease agreement. Do not adjust for the value of depreciable assets sold or traded for replacement purposes.

Line f — Report in line f(1) the cost of renting or leasing buildings, offices, and structures. Report in line f(2) the cost of renting or leasing transmission systems (cables, wires, amps, satellite transmissions, converters, tap offs, power supplies, and other transmitting equipment). Report in line f(3) the cost of renting or leasing vehicles, and other machinery and equipment. **Exclude** payments by your firm to the parent company or organization, or any of its subsidiaries for use of assets owned by them; and installment payments for assets obtained by your company through capital lease agreements.

Line g — Report in line g(1) the cost of purchased repairs (including charges for parts and labor) to buildings, offices, and structures. Report in line g(2) the cost of purchased repairs to transmission systems (cables, wires, amps, satellite transmissions, converters, tap offs, and other transmitting equipment). Report in line g(3) the cost of purchased repairs to vehicles, and other machinery and equipment. **Exclude** repair costs included as part of a lease or rental agreement, improvements for which depreciation accounts are maintained, and repairs performed by employees of your company and its subsidiaries.

Line h — Report the cost of all commercial insurance, including that used to protect the company against losses or damages to buildings, structures, and machinery and equipment caused by fire, flood, wind, boiler explosion, or any other cause. Include premiums on fidelity bonds of employees, and insurance to protect against liability for deaths or injuries of persons and damages to property of others. **Exclude worker's compensation premiums.** Report these costs in line b(1).

Line i — Report the cost of nonrevenue-generating purchased communication services, including telephone, telex, telegraph, teletype, etc.

Line j — Report the cost of purchased utilities, including the cost of purchased electricity and purchased fuels consumed for heat, power or generating electricity. Include water, sewer, and refuse removal. **Exclude** the cost of these utility services if included as part of a lease or rental agreement.

Line k — Report the cost of purchased advertising, including payments to other firms for printing, media, and other services and materials used for advertising.

Line l — Report the cost of taxes and licenses including business license fees, real and personal property taxes (such as taxes on real estate, motor vehicles, machinery, equipment, and inventories), and special assessments. Also include FCC license fees. **Exclude** income, sales, payroll, excise taxes, and other taxes collected from customers and paid to local, State, or Federal government agencies.

Lines m and n

- **Total operating expenses** — Will not match to the company's income statement due to the cash and accrual methods requested for this survey. As a guide, compute total operating expenses as follows —

Total operating expenses (from income statement)
 + Taxes — *If not included in operating expenses, see item 5l on page 3.*
 + [Annual payroll (cash basis) + Employer contributions (cash basis)]
 – [Annual payroll (accrual basis) + Employer contributions (accrual basis)]

= **TOTAL OPERATING EXPENSES** — Place in item 5n

- **Other operating expenses** — If other operating expenses are unavailable, calculate them as follows —

TOTAL OPERATING EXPENSES FOR SURVEY
 (as calculated in item 5n)
 – (Items 5a through 5l on survey report form)

= **OTHER OPERATING EXPENSES** — Place in item 5m.

NOTE — If the amount reported on line m is greater than 50 percent of the total operating expenses reported in line n, indicate the source of these expenses in the "Remarks" section on page 4 of this form.

Other operating expenses include billing services, travel expenses, accounting and legal fees, dues and subscriptions, office supplies, data processing expenses, etc. Include the cost of computer software purchased under licensing agreements. **Exclude** income taxes, and local sales and excise taxes.

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Annual Survey of Communication Services: 1993

CURRENT BUSINESS REPORTS